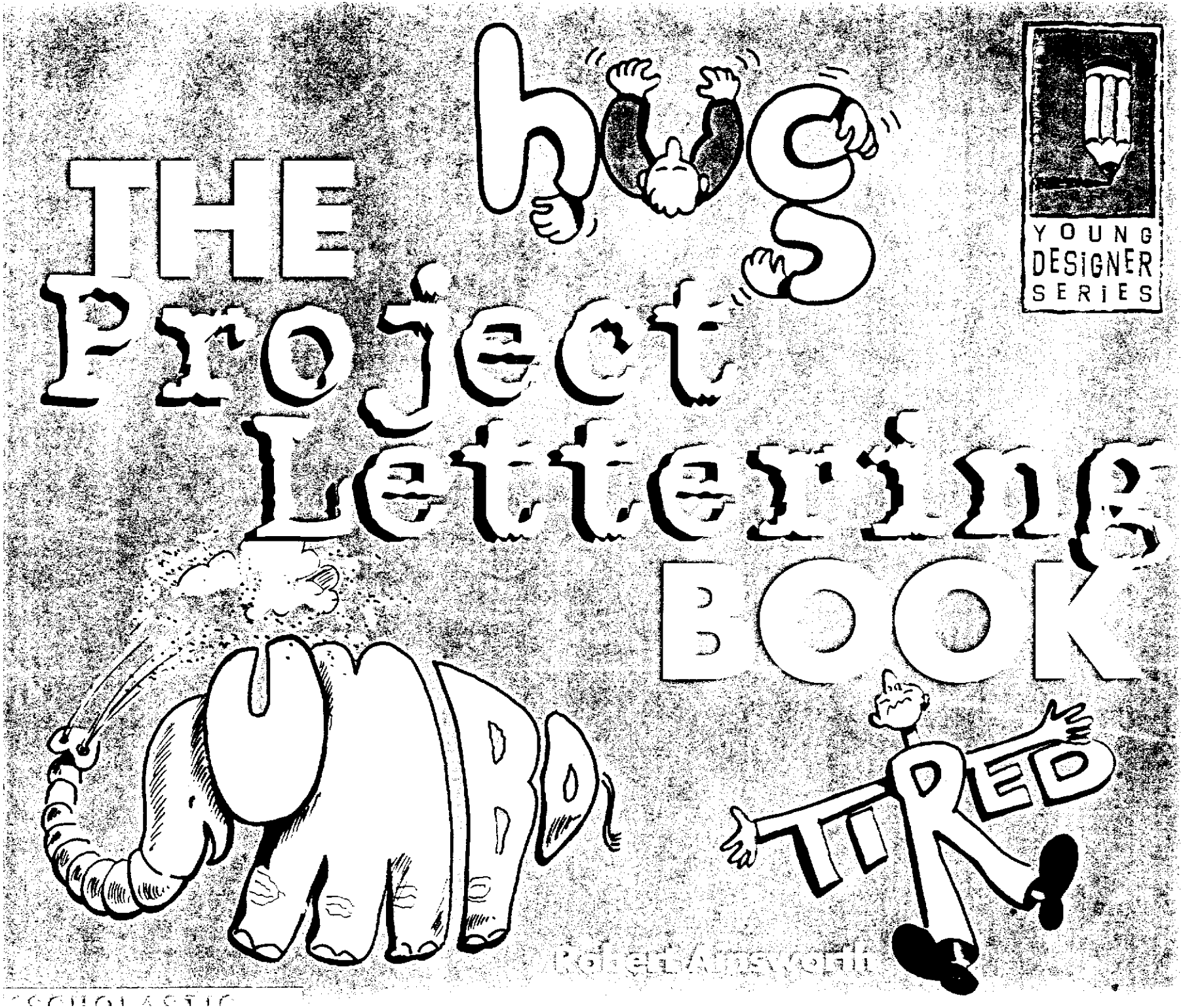
THE Project Lettering BOOK



the
PROJECT
LETTERING
BOOK
Robert Ainsworth

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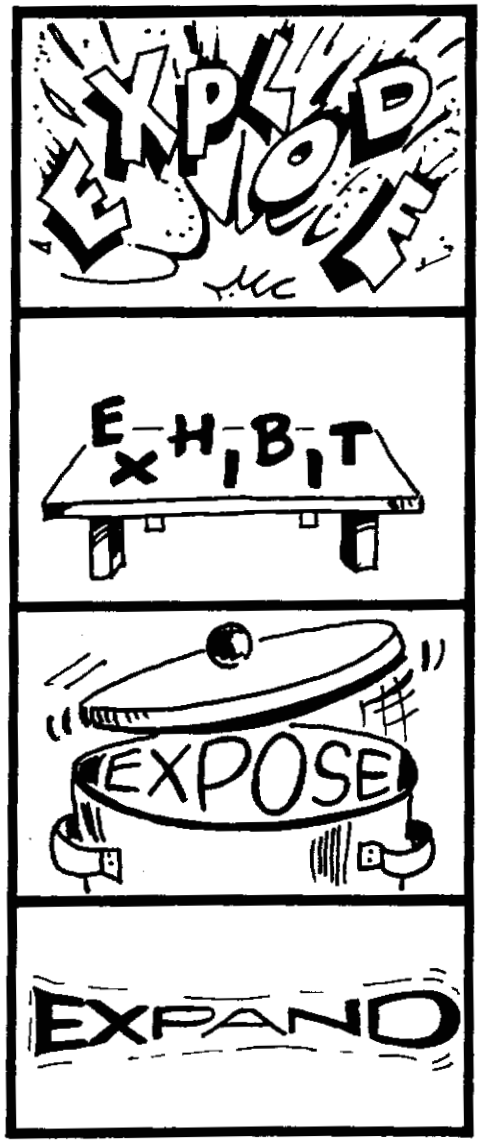
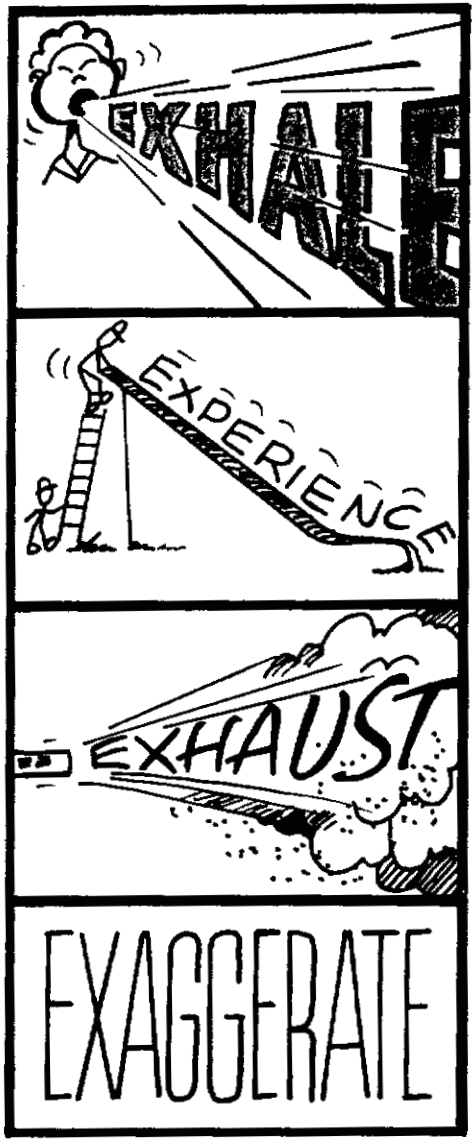
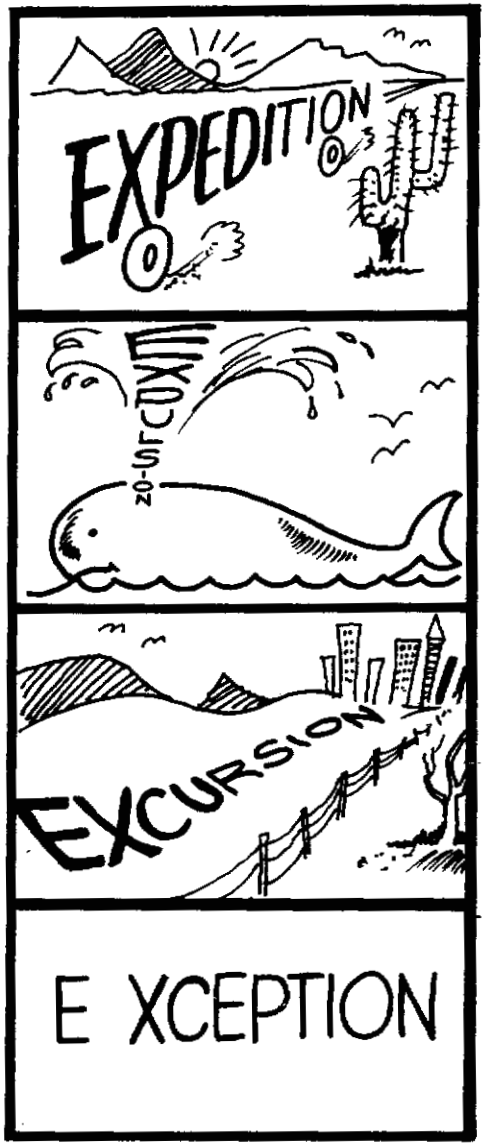
These are the twelve 'dull and boring' words which I had to teach to my Year 7 class. Here are the original ideas I used to bring the words to life, to try to make the task of remembering what they meant—and how to spell them—easier.



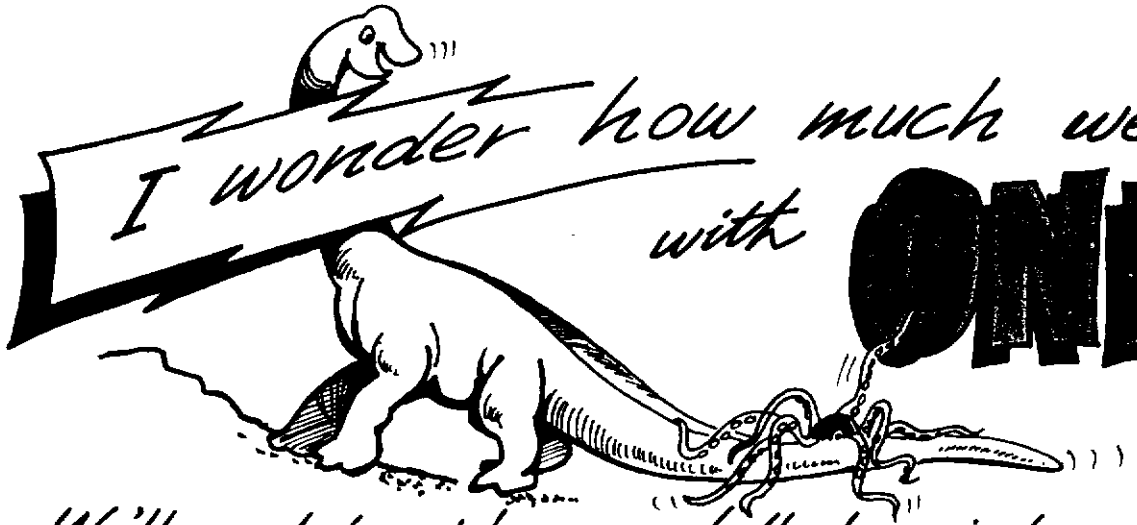




Let's try some simple words — straight out of the Dictionary.

- BABY
- BAD
- BADGE
- BAG
- BAKE
- BALANCE
- BALD
- BALE
- BALL
- BALLOON
- BAMBOO
- BANANA
- BANG
- BANK
- BANNER

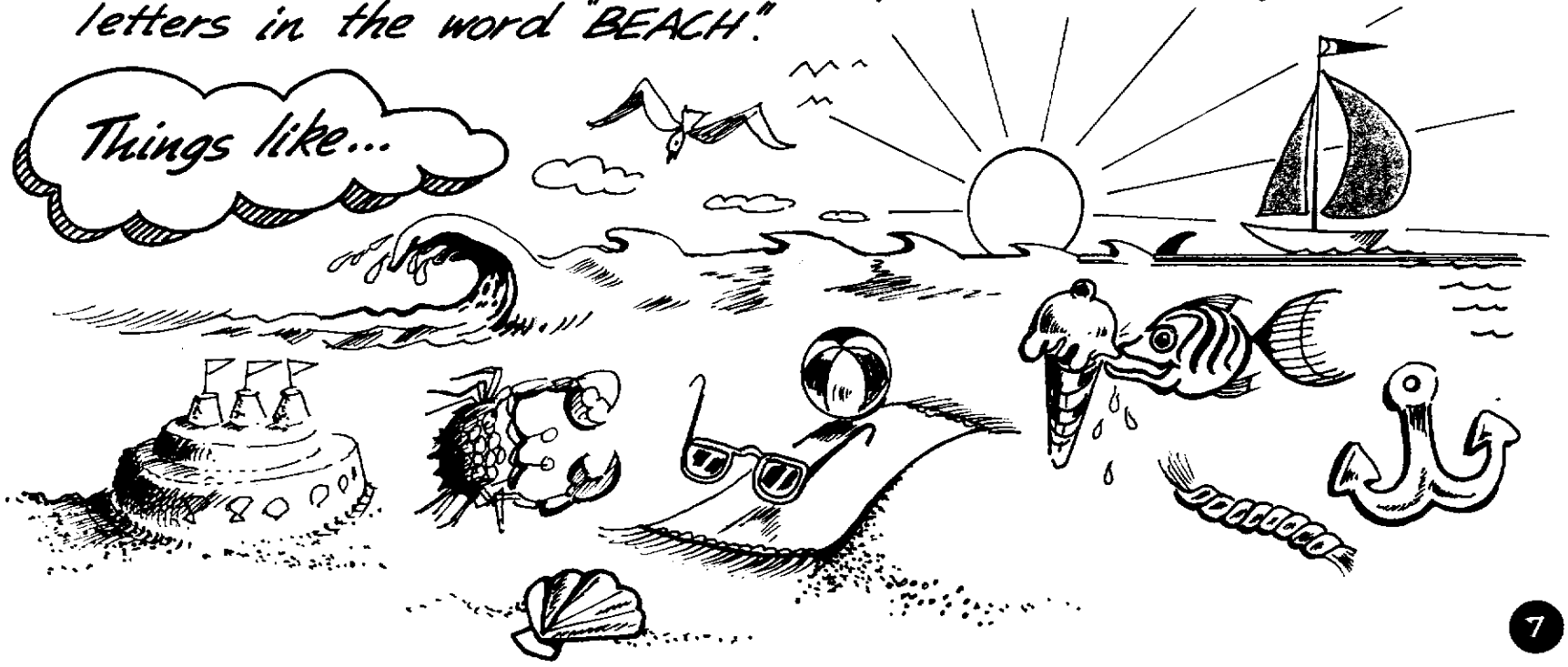
Let's see what we can do with them...



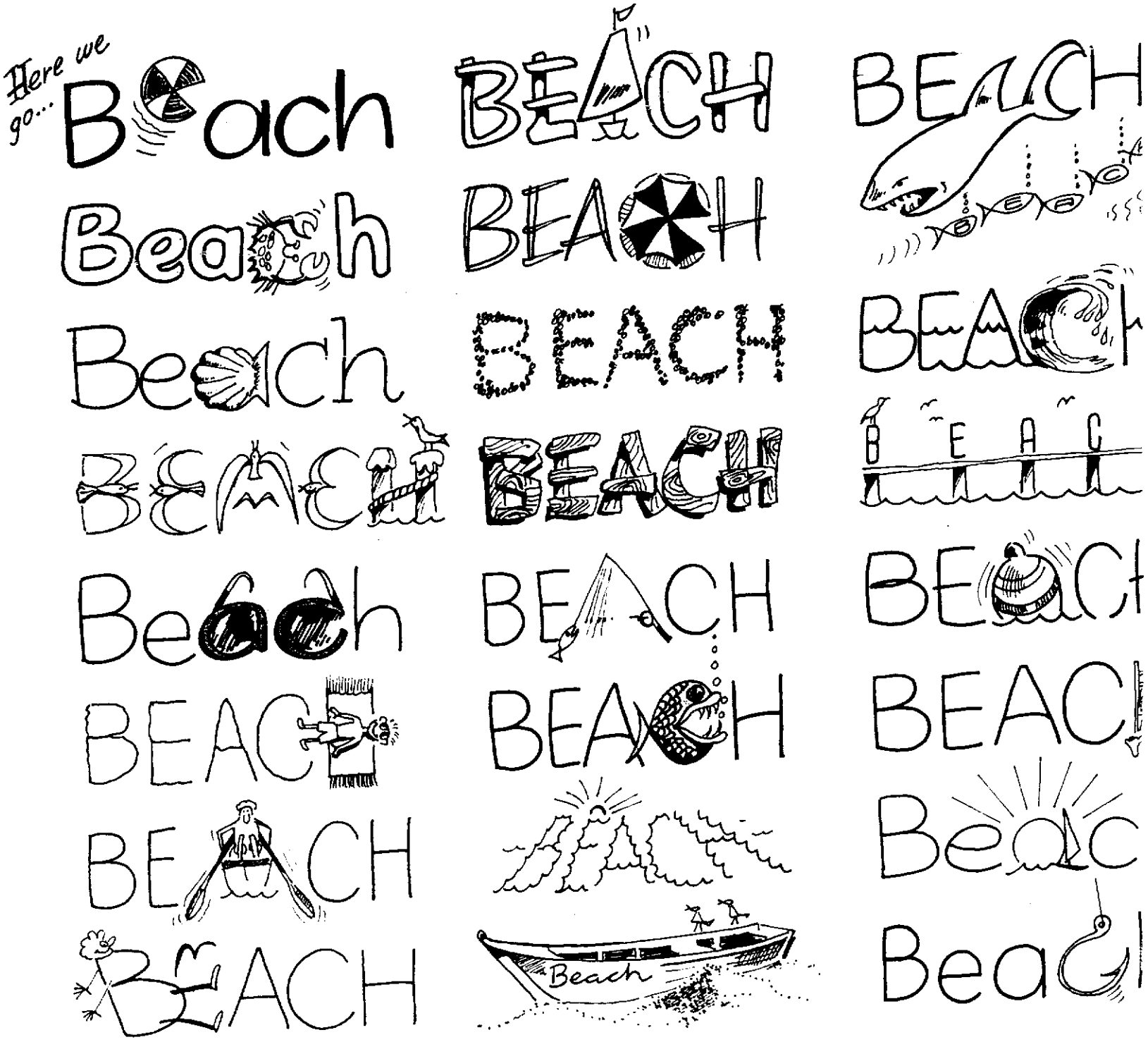
We'll need to pick a word that reminds us of lots of things.

Let's see ..... **BEACH!** That's a good word.

There are lots of things to see at the seaside.
We can use them to take the place of some of the letters in the word "BEACH."



Here we go...


Beach
BEACH
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BEACH
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BEACH
BEACH
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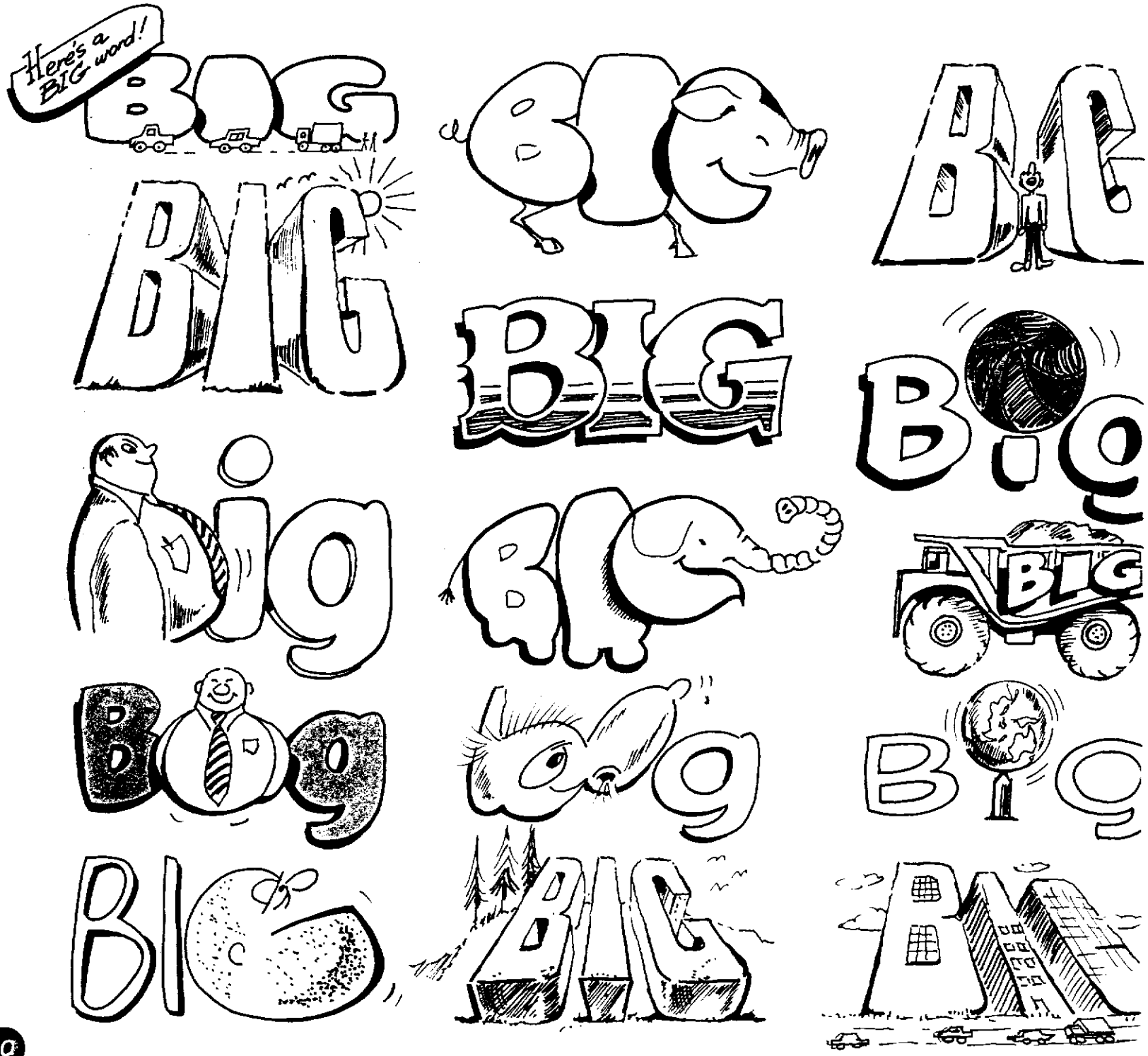
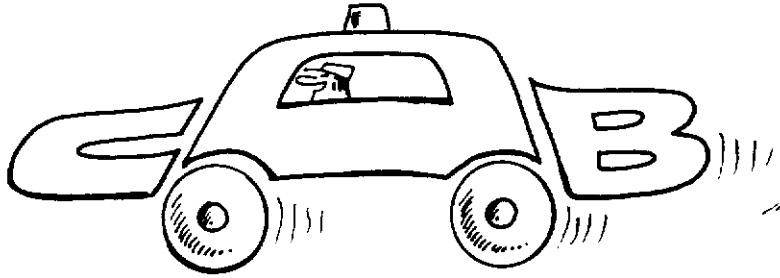
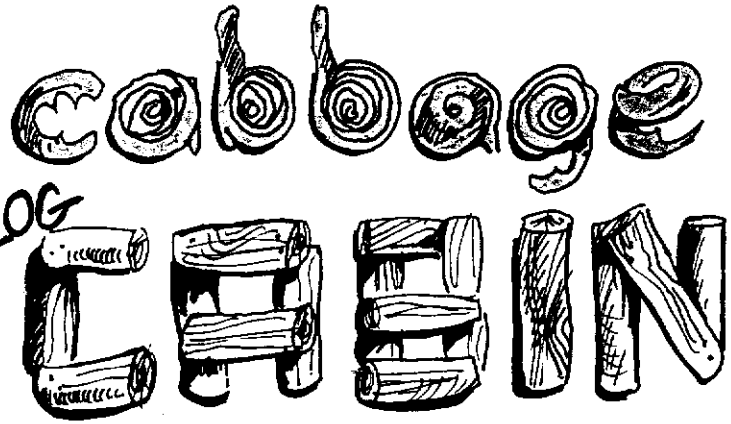
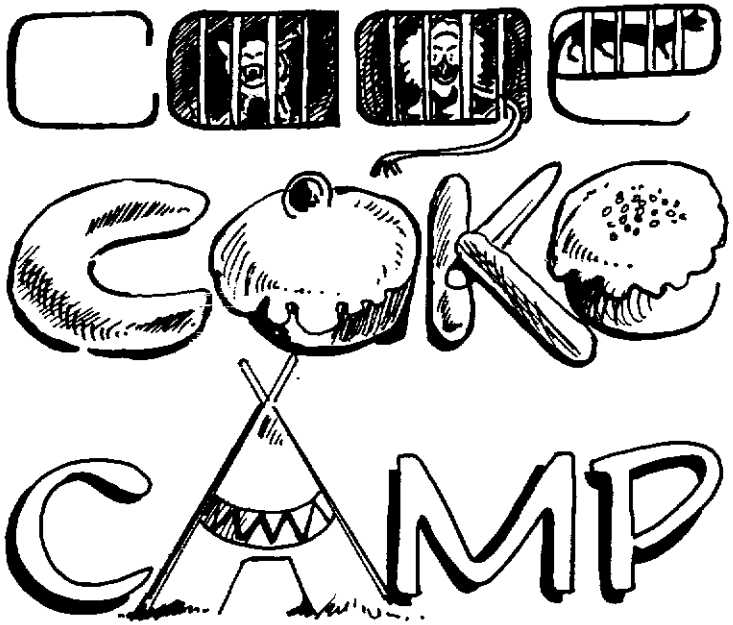
BEACH
Beach
Beach
BEACH
Beach
zzzzz
Beach
On the
BEACH
by
BEACH
As you can see... the sky is the limit with what you can do with words!

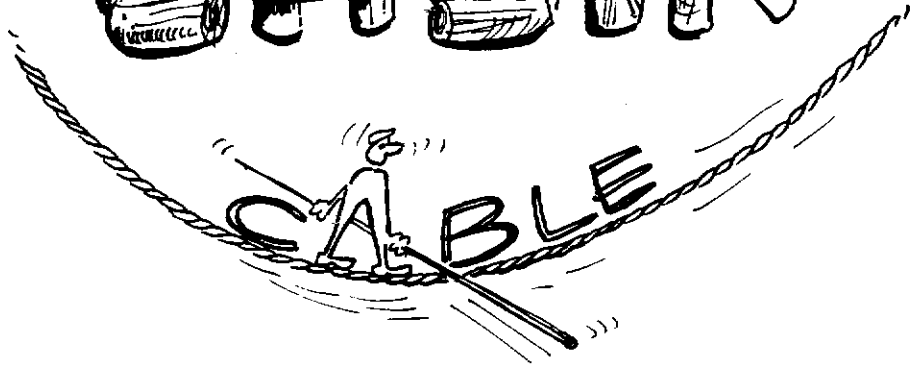

Here's a BIG word!
BIG
BIG
BIG
BIG
BIG
BIG
BIG
BIG
BIG
BIG
BIG
BIG
BIG

- CAB
- CABBAGE
- CABIN
- CABLE
- CACTUS
- CAGE
- CAKE
- CAMP









NOW ... just let words pop into your head... and think about what you can do with each one.

... words galore...

STRIPES

ROSE ROSE PIN

FENCE FENCE FENCE

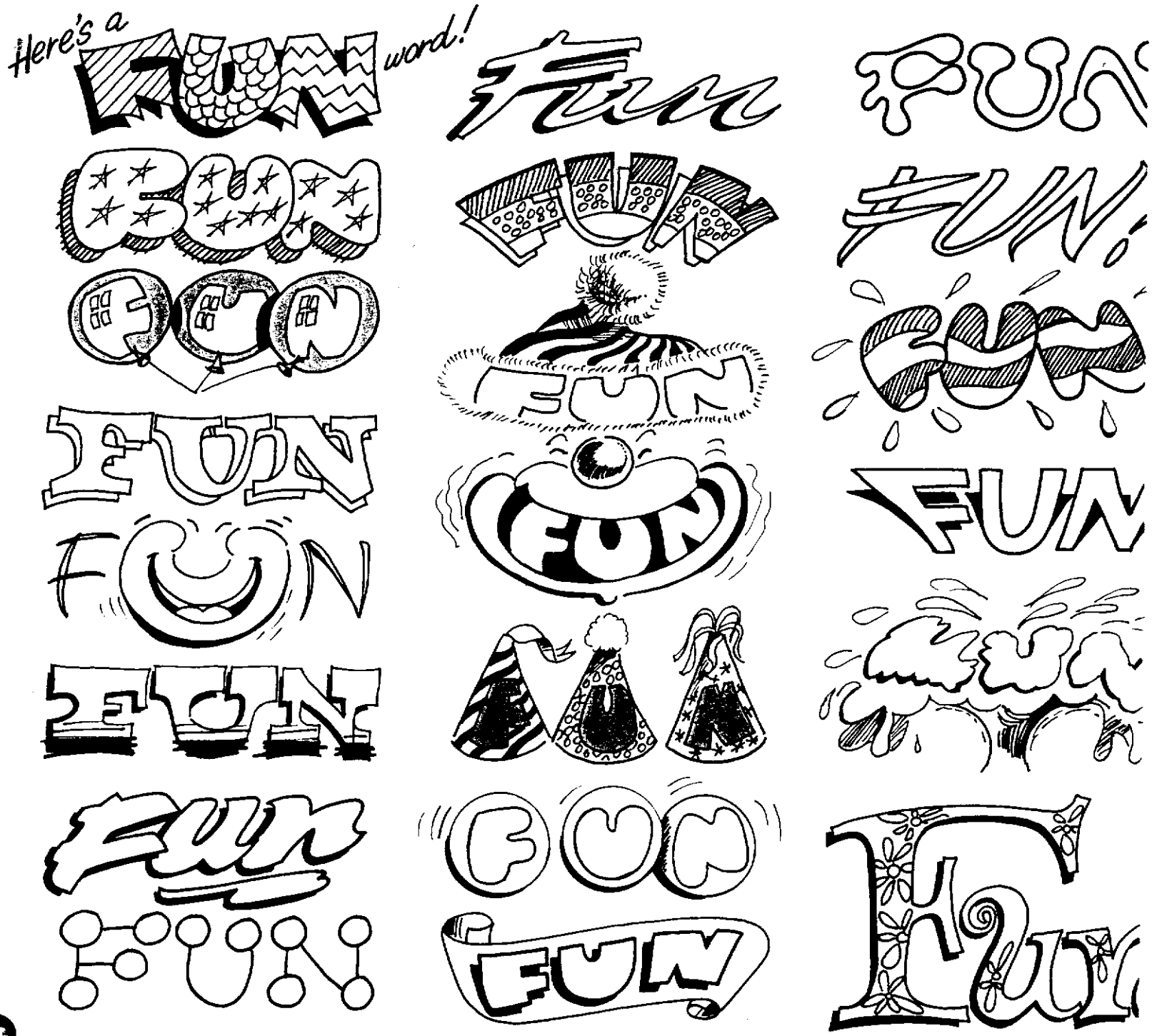
FACE Faces Bubble

OPEN - SHUT BRANCH

DRESS STONE ROCK

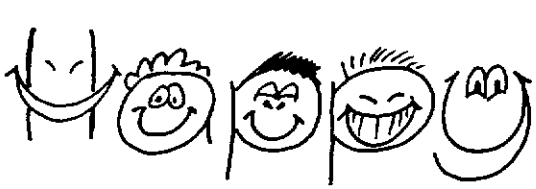
HIGH EMPTY HOLD-UP

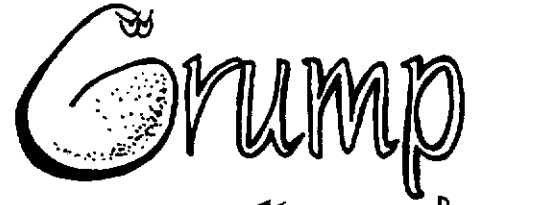
HOSE
Different
TRIP
GLOMP
LEAF
DISAPPEAR
ROOF
WOOL
ARTIST
Puddle
G.I
IGNITE
STRICT
SIGN
WHEELS
BUMP
Travel
Grab
FLY
EAGLE

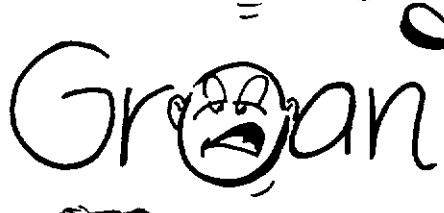

Here's a
FUN
word!
Fun
FUN
FUN
FUN
FUN
FUN
FUN
FUN
FUN
FUN
FUN
FUN
FUN
FUN
FUN
FUN
FUN

Let's do some

Face EXPRESSION words...







How about BODY PARTS...

Heeid NOSE SKull

FACE NOSE eyes

MOUTH cheeks chin

Tongue TEETH ear

Beard Neck Hair

More... BODY PARTS

LIPS Freckles HAIR

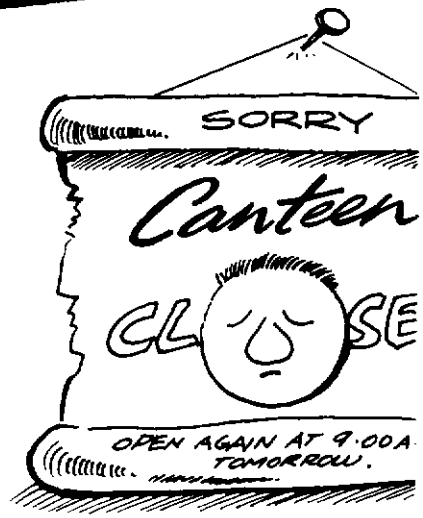
Jaw Moustache HAIR

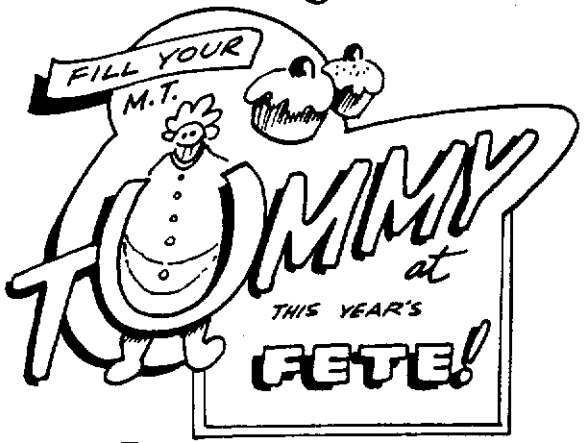
TOE FEET Leg

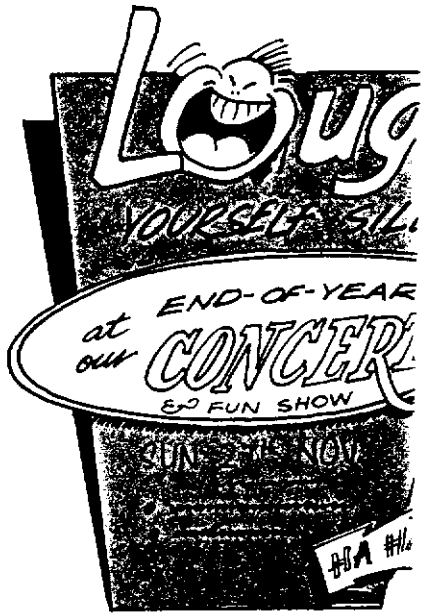
TOMMY ANKLE BOTTOM

ARM Brain BONE

Use your ideas FOR POSTERS

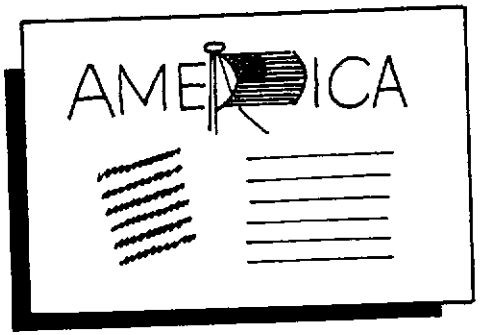


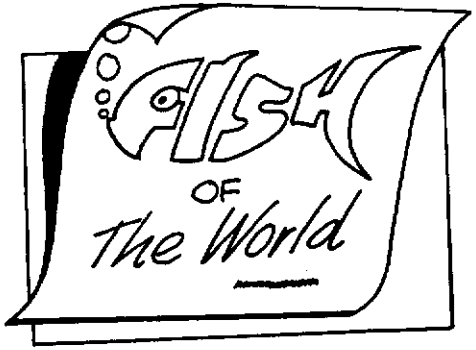


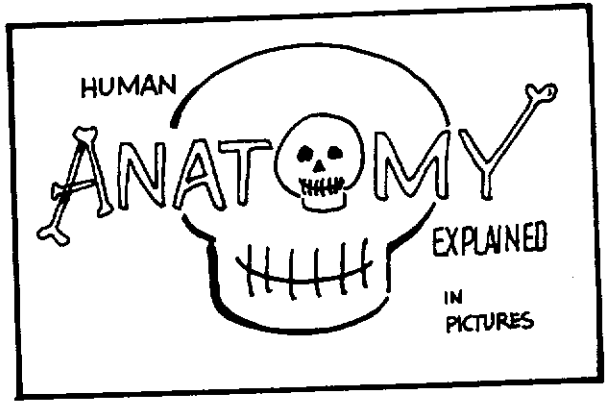


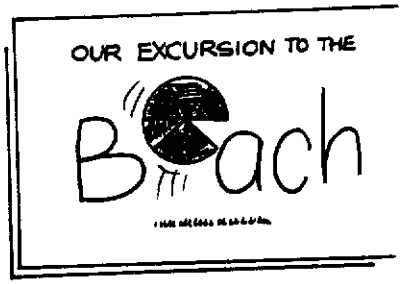
Poster Example...
Come to Our End-Of-Year
SAUSAGE SIZZLE
SUN. 6th NOV.
A.M. to P.M.
LOTS to EAT for EVERYONE!
• BALLOONS for the kids
• Tea & COFFEE served throughout.
Music to suit everyone's taste.
BRING YOUR Chairs TO SIT ON
IN THE GRASSED AREAS
see you there!

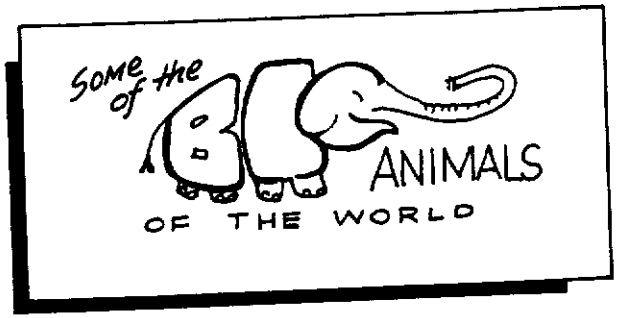
... For PROJECTS



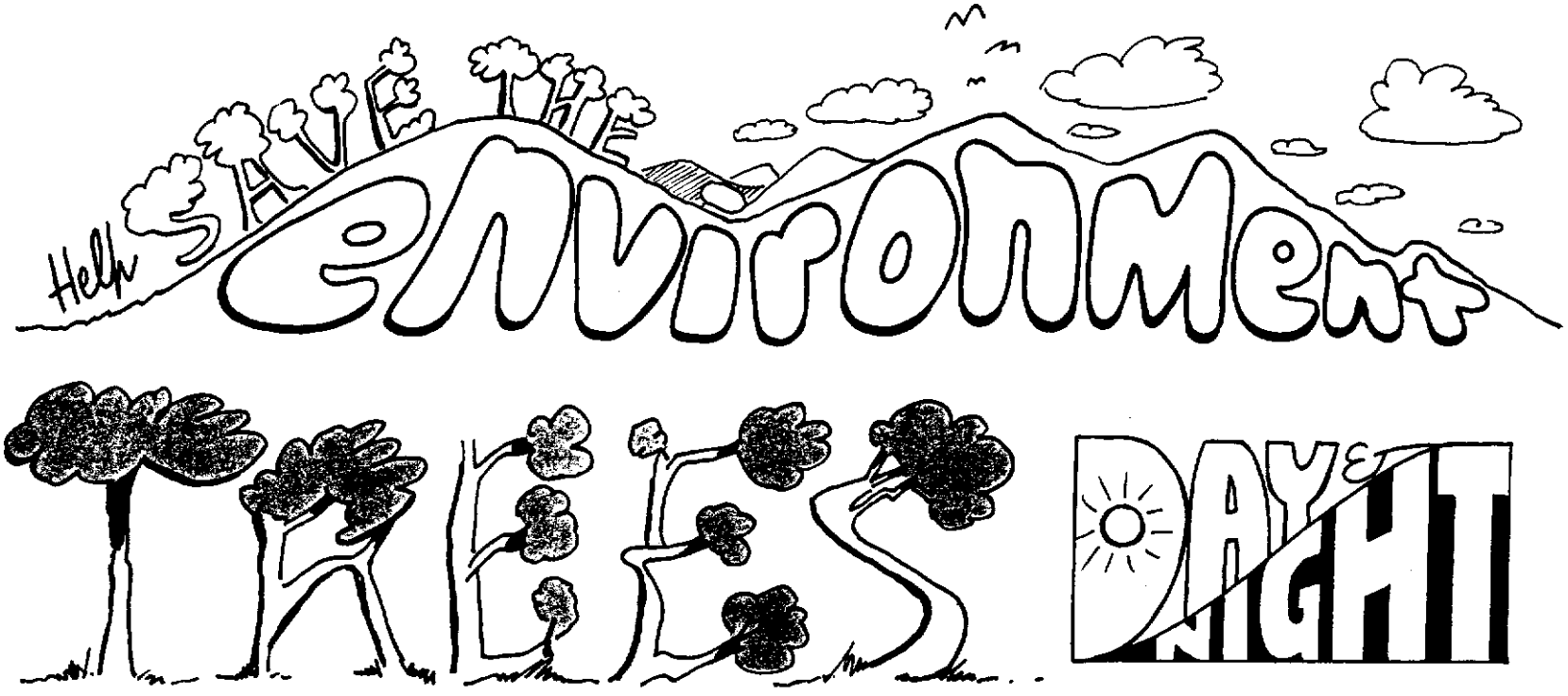








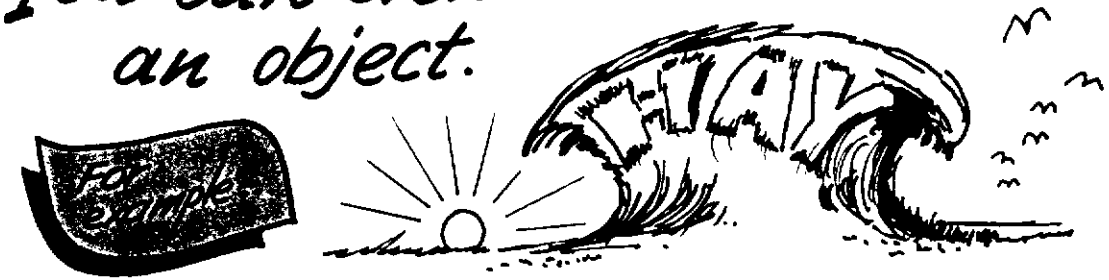
PROJECT Ideas



A good way to come up with ideas for your project title is to think of the **OBJECTS** the title reminds you of.

IN THIS CASE THE OBJECT IS THE SHEAF OF WHEAT – BUT NOTICE ALSO THE BIRDS AND CLOUDS WHICH ADD ATMOSPHERE.

You can even make the whole word into an object.



AGAIN... ADD THE SUN AND BIRDS AND HORIZON. THESE HELP TO ESTABLISH A SENSE OF PLACE.

Another very good way to generate ideas is to think of the **ACTION** the title reminds you of.

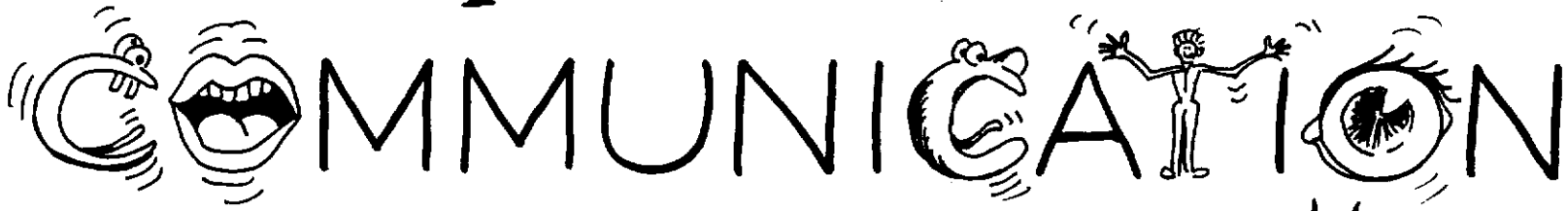
Put your ideas to good USE
FOR
SIGNS
Buy your
at the...
and Coffee
50¢
a cup

ALSO...

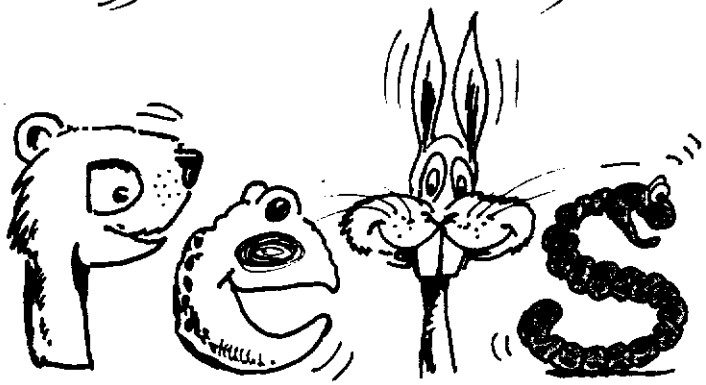
Don't forget, you can turn the letters into **BODY PARTS**.

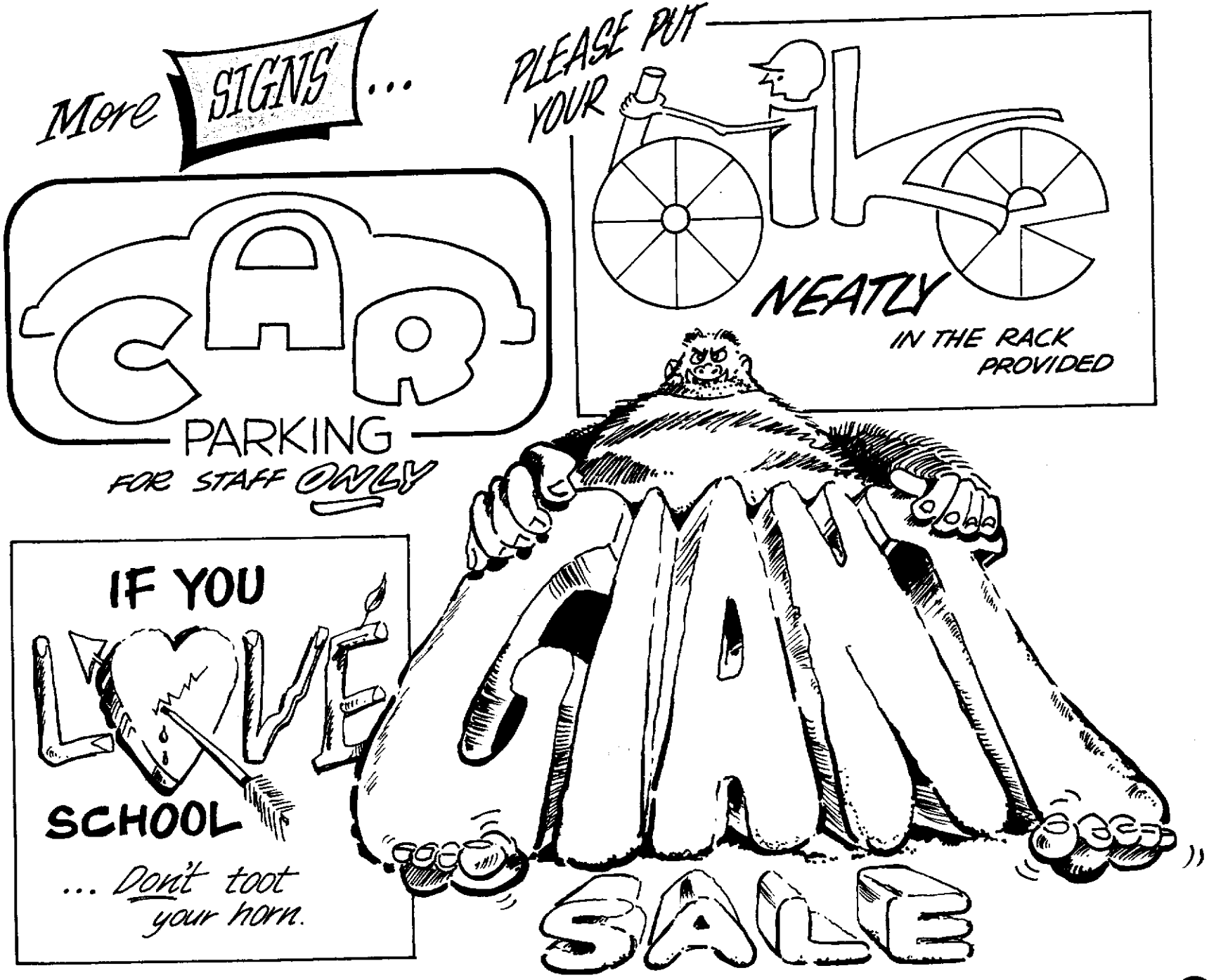
This can be very useful because body parts – or even whole bodies – can portray **ACTION** as well.

Examples



You can even use animals...




More SIGNS ...
CAR
PARKING
FOR STAFF ONLY
PLEASE PUT YOUR
NEATLY
IN THE RACK PROVIDED
IF YOU
LOVE
SCHOOL
... Don't toot your horn.
SALE

Buy your

BALLONS

HERE

Don't

CLOWN

around in this Roc

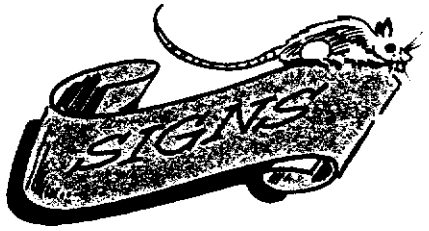
See you at the...

Football

CARNIVAL

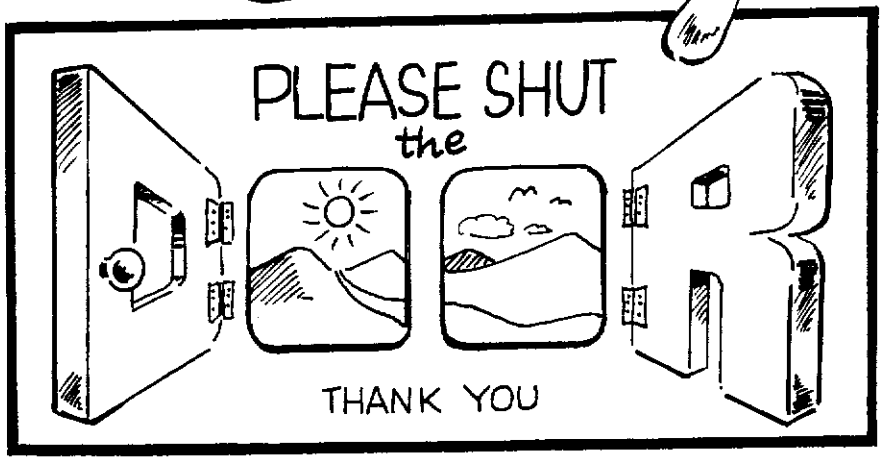
Pick up your

DIRTY



Please sit on your Chair PROPERLY

Please REPLACE THE LID ON THE Toothpaste



Lemonade FOR SALE HERE

MIND THE STEPS

Ribbon

BRIDAL
WE

Summer fashions

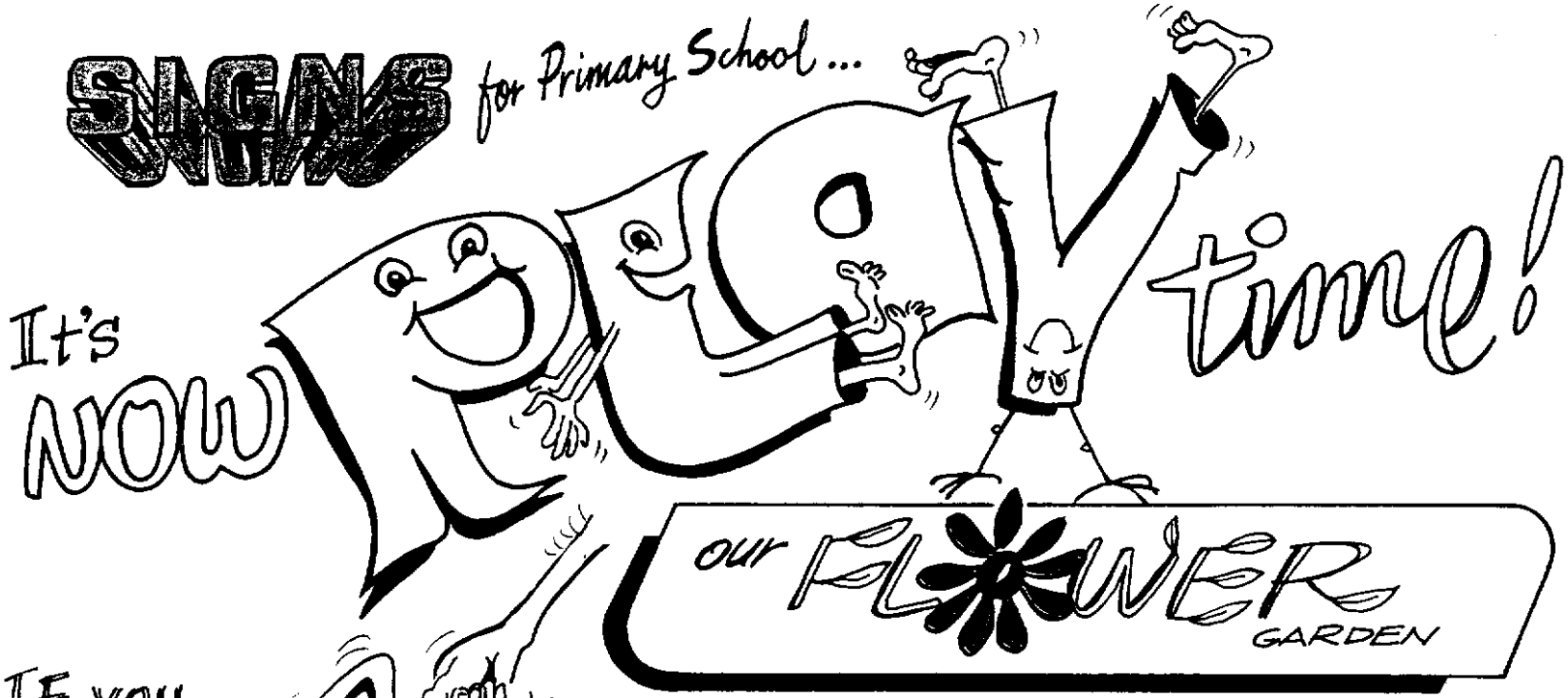
AUTUMN SHADES

WINTER SALE

SIGNS
LOOK!
We don't live in an
SO PLEASE SHUT THE DOOR!
BE MY...
HERO
KEEP OFF DRUGS
Please SHUT the GATE
See You at the
DANCE
SATURDAY NIGHT
HIDE-AWAY
HOLIDAY CABINS
Please LEAVE YOUR
BAGGAGE
HERE

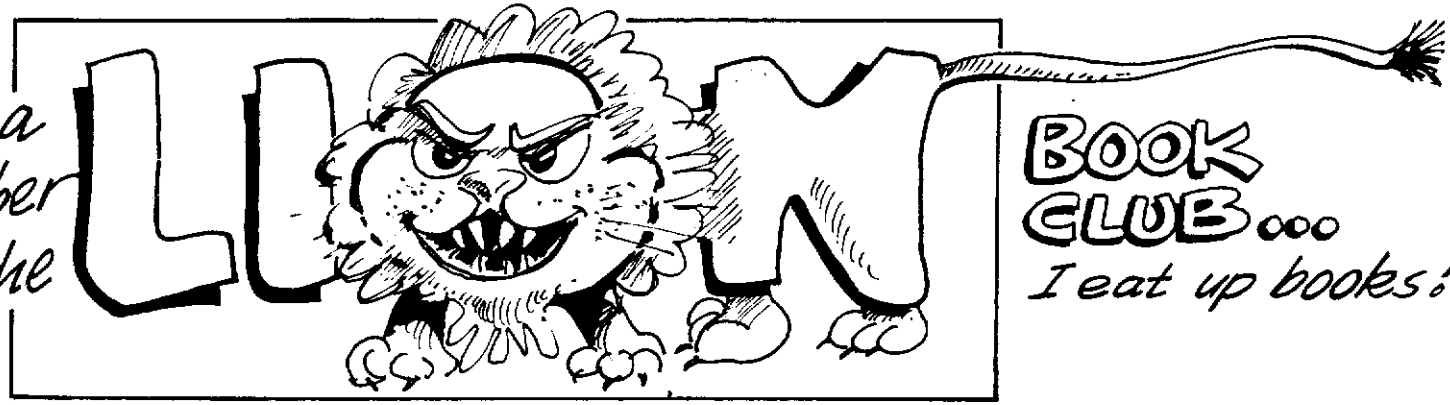
Signs
GRADE
Goodbye
to
HOMEWORK
...See you at the GRADUATION DAN
SWING
TO THE BEAT
at the
BIG BAN
BAS
Welcome to the...
HARVEST
MOON
DANCE
magic
TRIX
INTERNATIONAL ®
Available
for PARTIES
PROP: MADGE IKK.

SIGNS for Primary School...



IF you BORROW something... make sure you put it back!!

DON'T PLAY WITH... MATCHES



Try some...
GEOMETRY Terms
ROUND
SQUARE
OBLON
OVAL
TRIANGLE
Do
PYRAMID
Hexagon
BLOCK
Parallelogra
CONE
DIAMOND
RHOMBU
TRAPESIUM
PENTAGON

NOW

Grab a pencil and paper and see what FUN ideas you can come up with for these

Business Names...

- SNAKE CHARMER
- VIDEO GAMES
- ROCK BANDS UNITED
- TOY SHOP

Example...

• BUSY BEE HONEY Co

Busy Bee Honey Co.

Example...

• FAST TRANSPORT Co

FAST TRANSPORT CO.

Example...

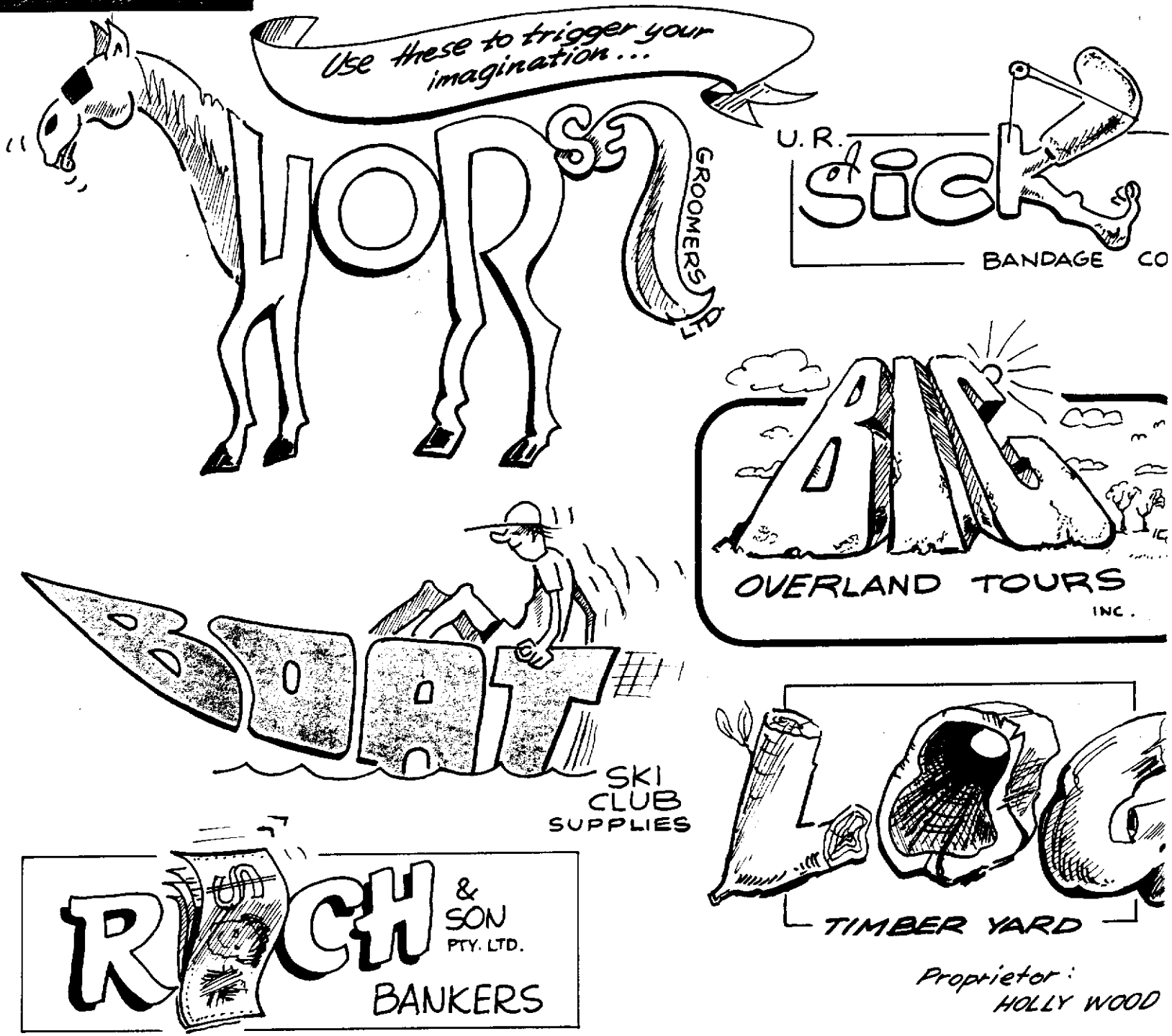
• SWIMMING POOL Co

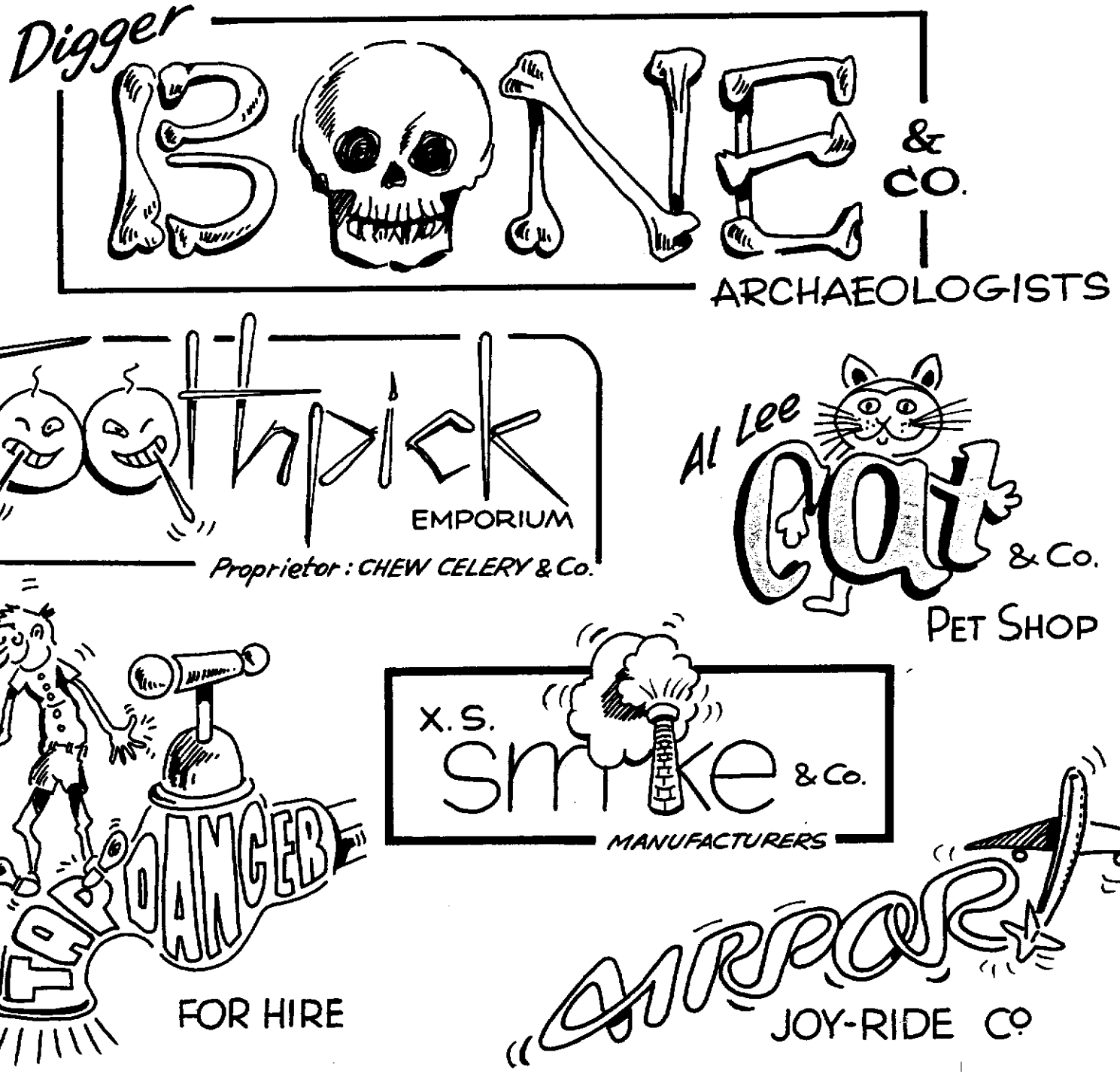
Swimming Pool Co.

Don't Forget... You can use UPPER OR Lower case letters

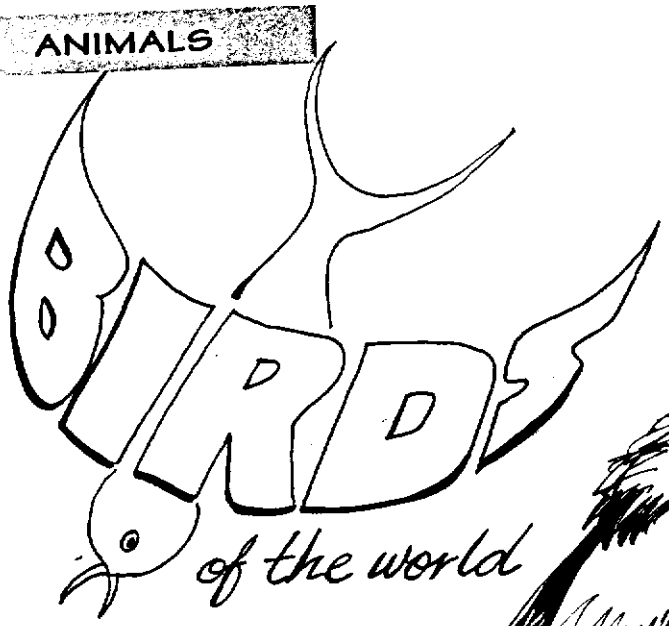
NOTE: THERE ARE NO "RIGHT" WAYS OF DOING IT.

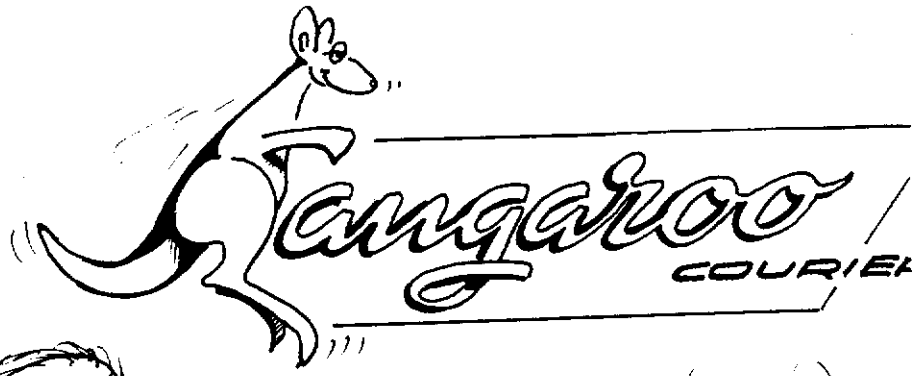
Turn over for more examples...


Use these to trigger your imagination...
HORSE
GROOMERS LTD
U.R. SICK
BANDAGE CO
AIR
OVERLAND TOURS
INC.
BOAT
SKI
CLUB
SUPPLIES
RICH
& SON
PTY. LTD.
BANKERS
LOG
TIMBER YARD
Proprietor:
HOLLY WOOD

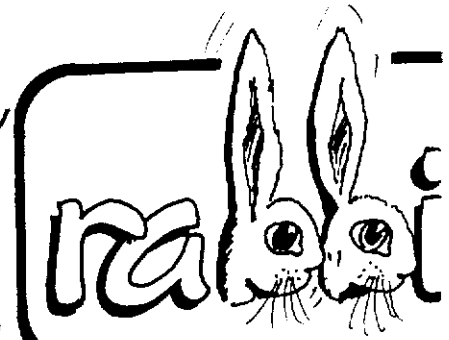

Digger
BONE
& CO.
ARCHAEOLOGISTS
Toothpick
EMPORIUM
Proprietor : CHEW CELERY & Co.
Al Lee
Cat
& Co.
PET SHOP
TORPEDO ANGER
FOR HIRE
X.S.
smoke
& Co.
MANUFACTURERS
AIRPAR
JOY-RIDE Co

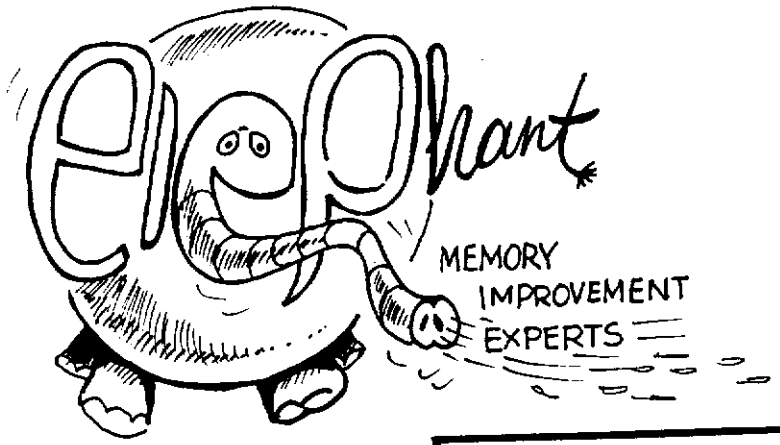
ANIMALS

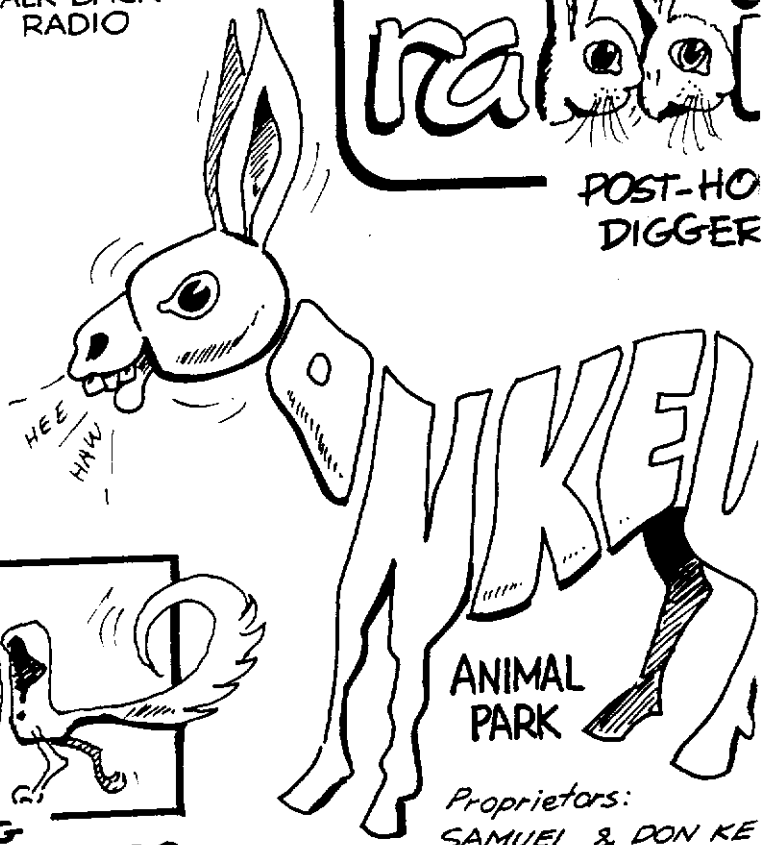


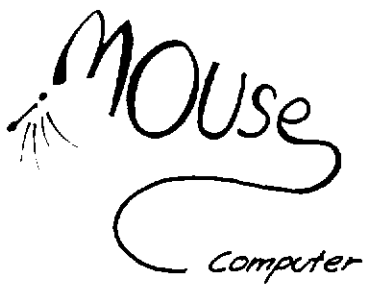


Parrot
TALK-BACK
RADIO





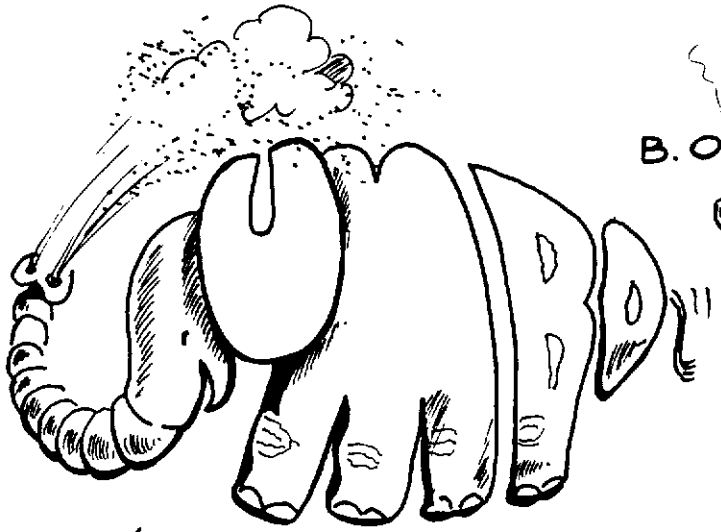




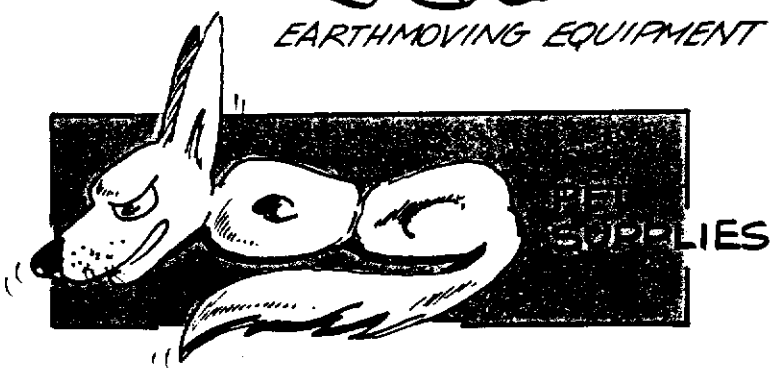
You're invited to our...

Disc-Jockey

TRAINING CLUB



EARTHMOVING EQUIPMENT

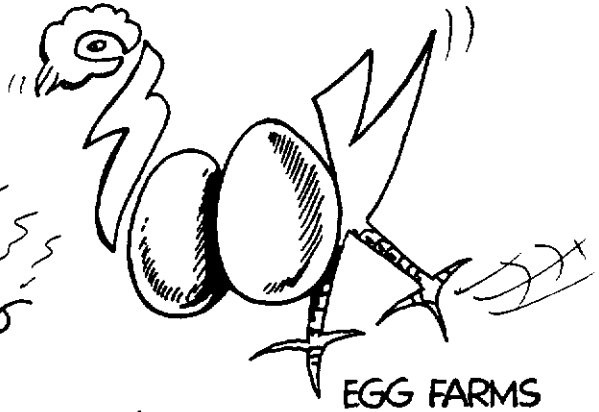


Michael Mouse

COMPUTER GRAPHICS

B.O. Stink

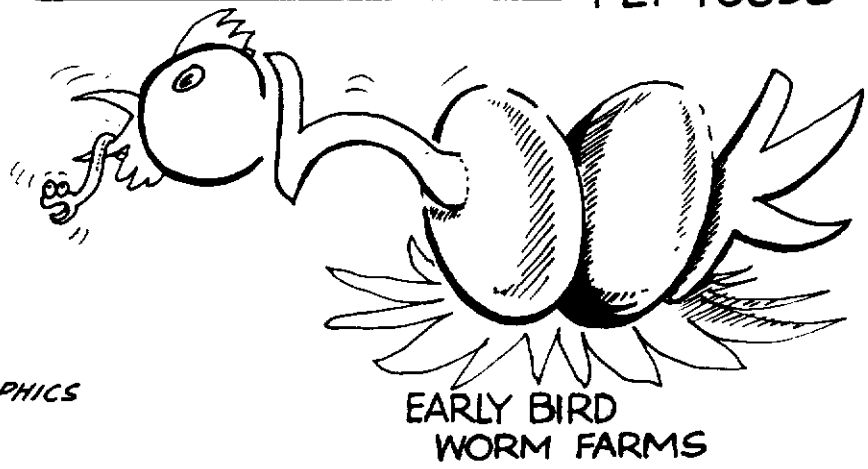
PIG FARMS Ltd.



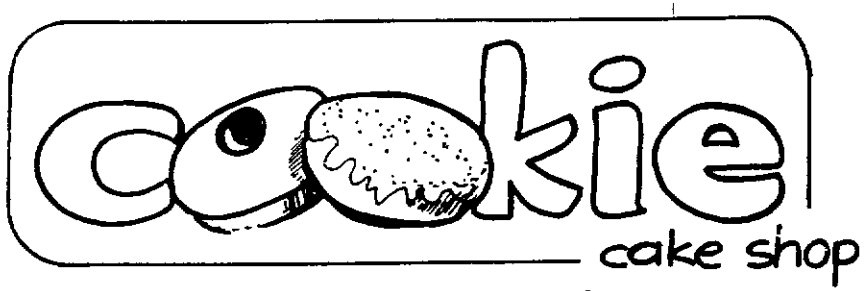
EGG FARMS
PTY. LTD.

MANAGER: HENRY LAYE

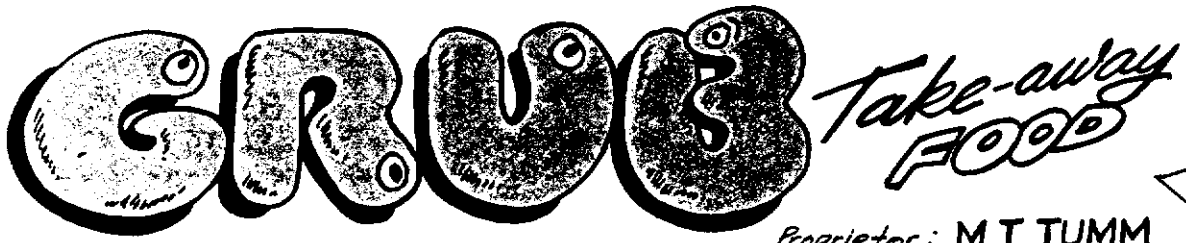
PET FOODS

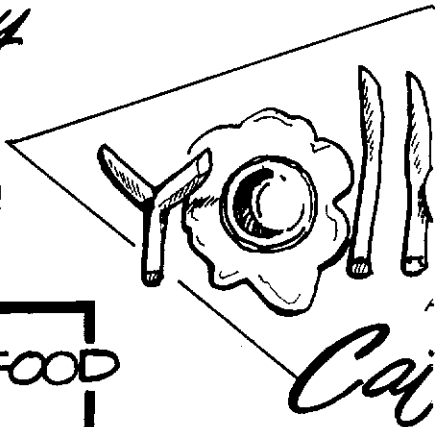


EARLY BIRD
WORM FARMS


cookie
cake shop
Prop: M.UNCH

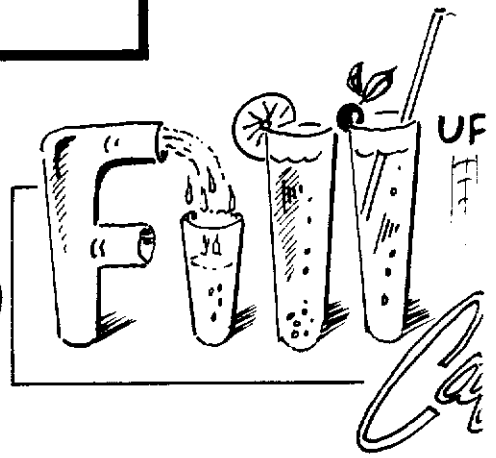
CORK
Vineya
WINE - TASTIN

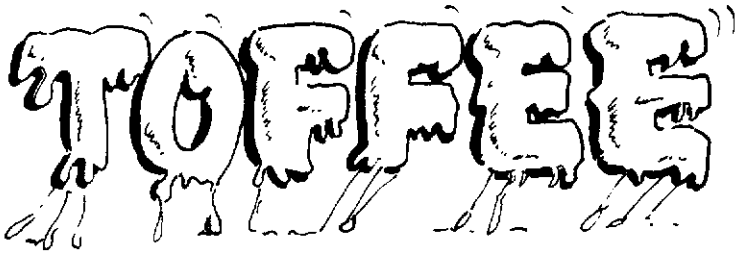

CRUG
Take-away
FOOD
Proprietor: M.T. TUMM


Y
Cai
PROP.: PHYLL

LEAVE YOUR
FAST FOOD
Prop.: Harry Upp.

ICECREAM Co

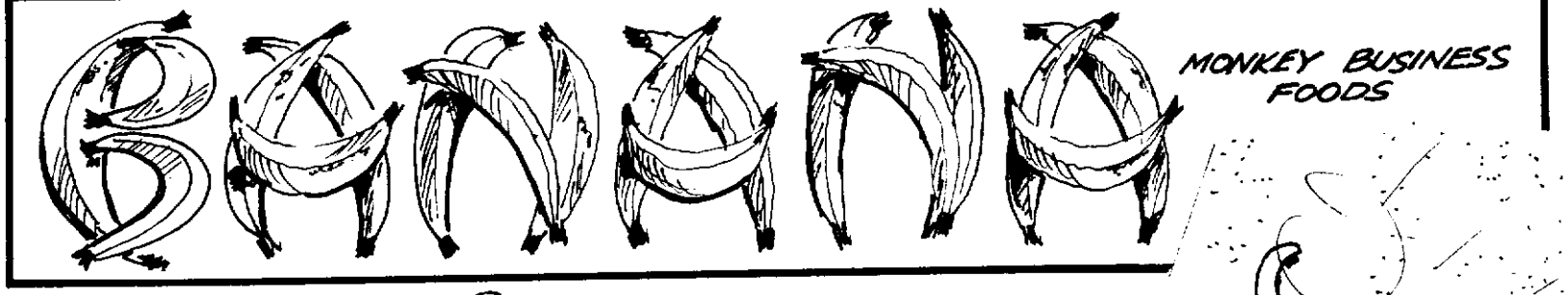

UF
PROPRIETORS:
PHILIP & ANITA.



LOLLIE SHOP

Prop: Sam Vich.

up a Feast with...



MONKEY BUSINESS FOODS

See you at the...

SALT & PEPPER

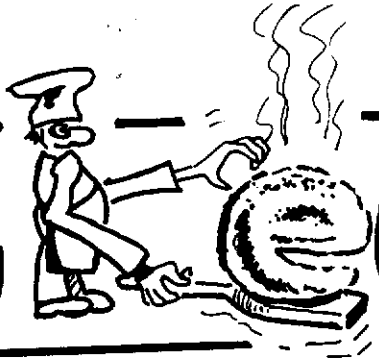
Restaurant

FOR HOME-STYLE COOKING

D. LISIOUS

Fruit & Vegies

E. CLAIR



PASTRYCOOK

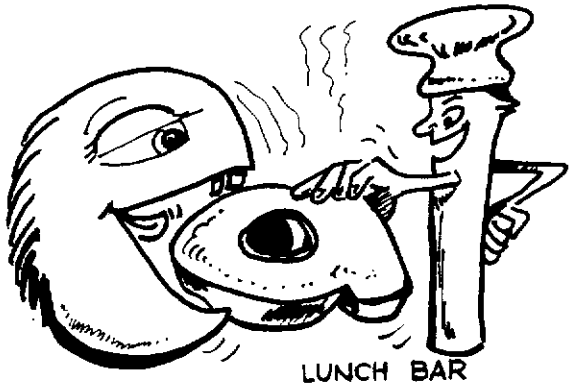
Coffe

Prop:

Dinah's

CUTLERY

Carve

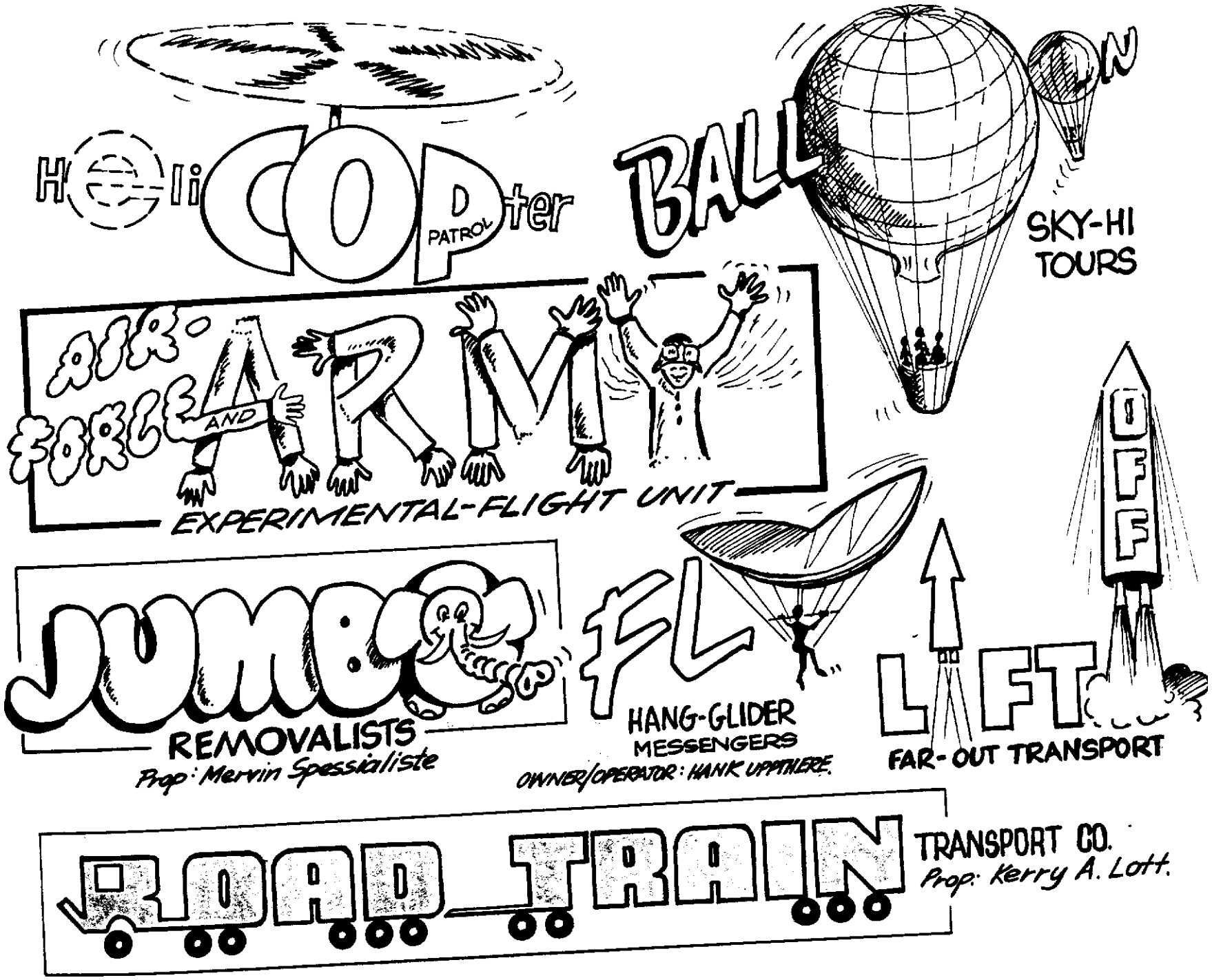


LUNCH BAR

E.T.

Cloves

TOOTHBRUSH CC


HELICOPTER PATROL
BALLOON
SKY-HI TOURS
AIR-FORCE AND ARMY
EXPERIMENTAL-FLIGHT UNIT
JUMBO
REMOVALISTS
Prop: Mervin Spessialiste
FLIGHT
HANG-GLIDER MESSENGERS
OWNER/OPERATOR: HANK UPPTHERE.
LIFT OFF
FAR-OUT TRANSPORT
ROAD TRAIN
TRANSPORT CO.
Prop: Kerry A. Lott.

FOOD

DANGER

DANGER

CROCODILE INFESTED WATERS

cloned DINO EGGS

FOR SALE (FRESH)

Don't drive on a

PRAYE

DON'T DR
AND DRI

OVERKILL

CAR RACERS CLUB

F. F. Fizz & Son.....

EXPLOSIVES EXPERTS

Hic up

1,4 Th Road is 1,2 many!

FL

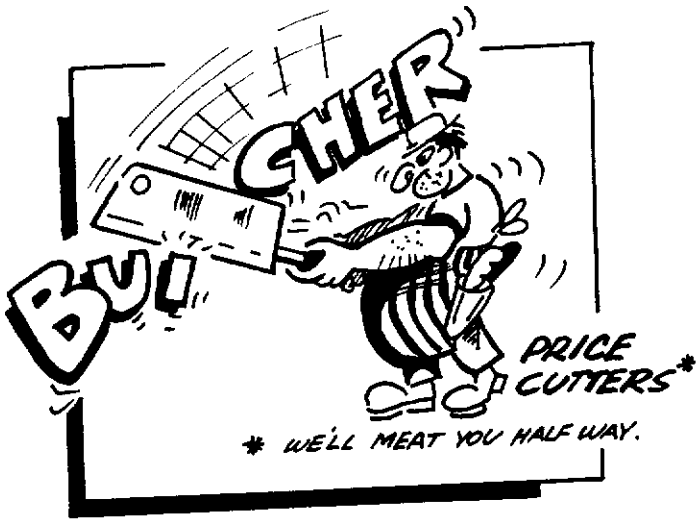
SKY
INSU
a

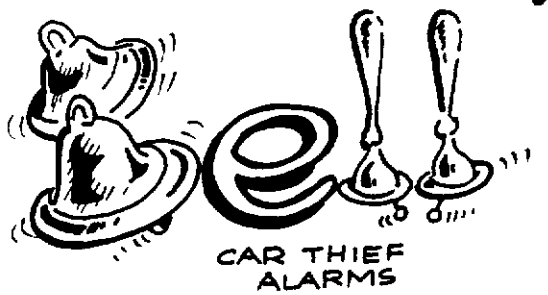
Scorpion

POWER BOATS

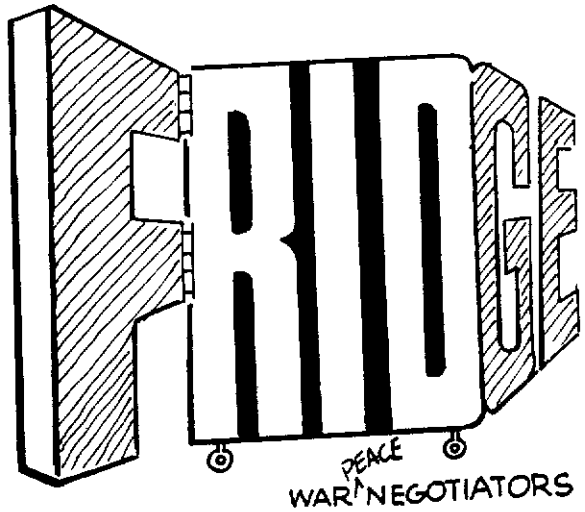
FIREM

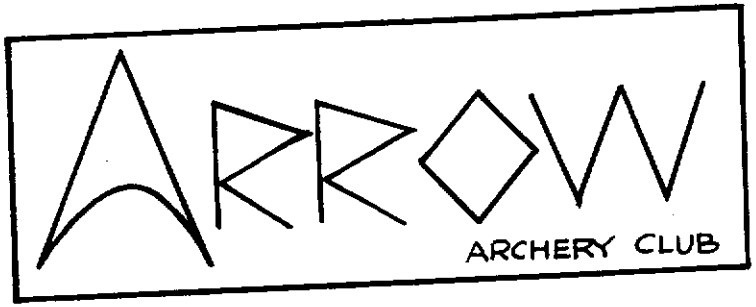
SPRINKLER SYSTEMS

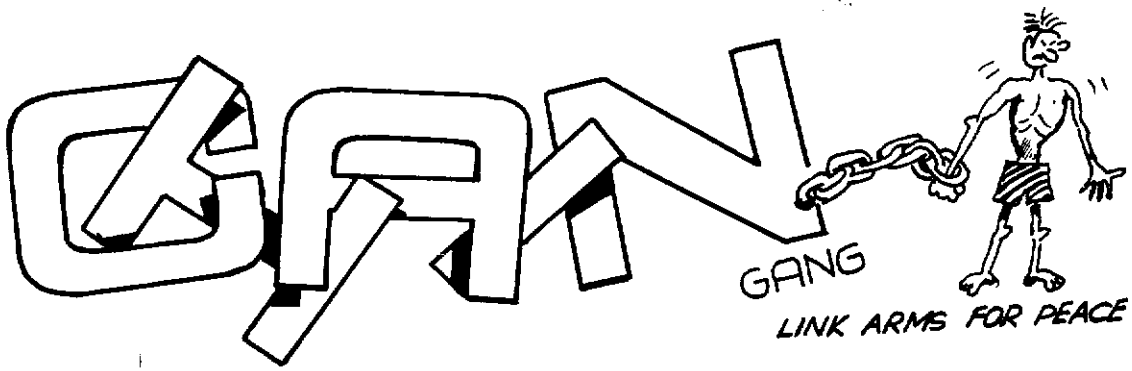

BUY
CHEAP
PRICE CUTTERS*
* WE'LL MEAT YOU HALF WAY.

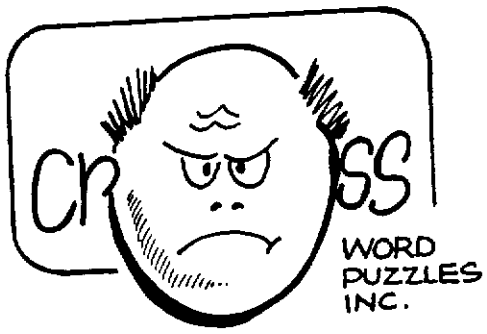

CAR THIEF ALARMS

W.
twin
& PARTNER
Double Agents

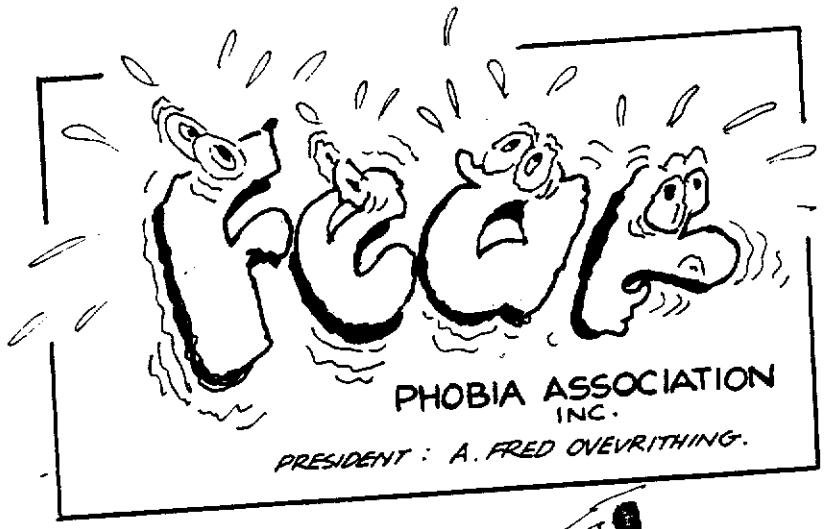

BRIDGE
WAR
PEACE
NEGOTIATORS

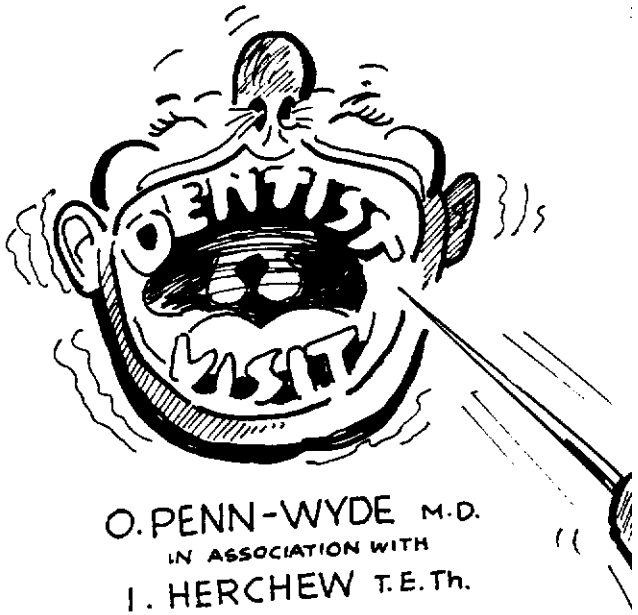

ARROW
ARCHERY CLUB

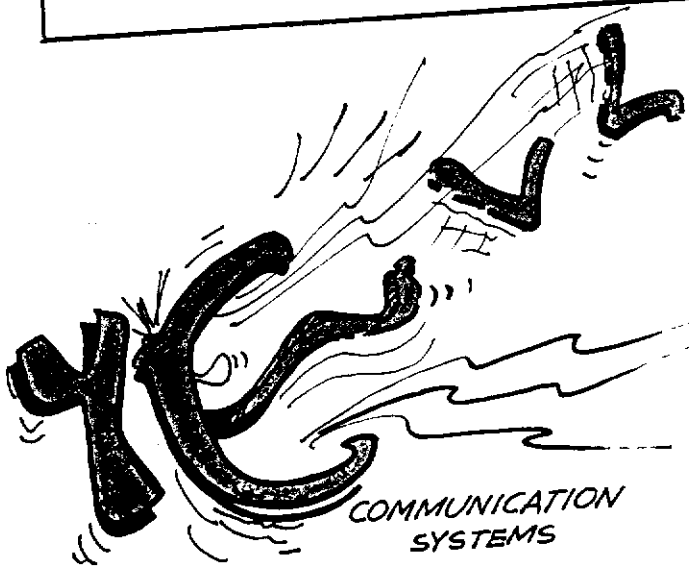

GANG
GANG
LINK ARMS FOR PEACE

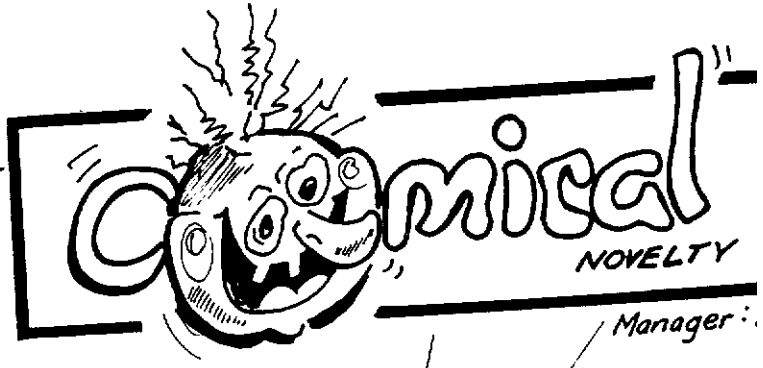

CROSS
WORD
PUZZLES
INC.

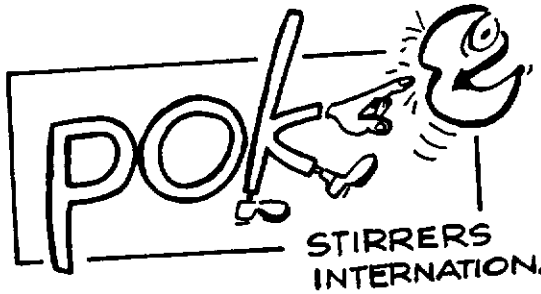
EMOTIONS

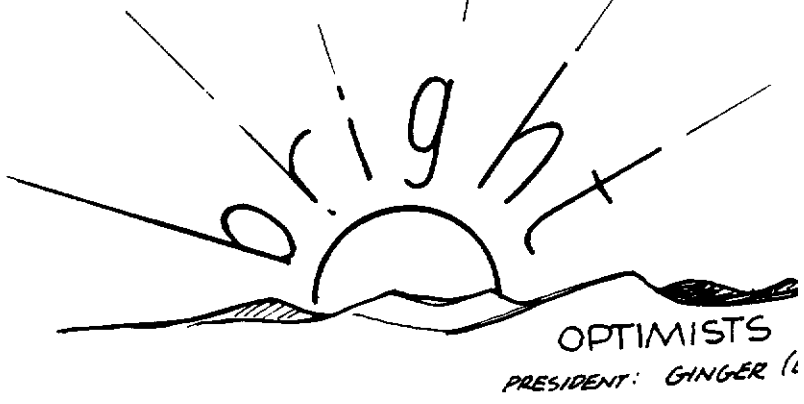

FEAR
PHOBIA ASSOCIATION
INC.
PRESIDENT : A. FRED OVEVRITHING.


DENTIST
VISIT
O. PENN-WYDE M.D.
IN ASSOCIATION WITH
I. HERCHEW T.E.Th.


COMMUNICATION
SYSTEMS


Comical
NOVELTY
Manager :


POKE
STIRRERS
INTERNATIONAL
Inc.


high
OPTIMISTS
PRESIDENT: GINGER (

GR WL

COMPLAINTS DEPARTMENT

Manager : LIONEL PHYTBACH

Grin

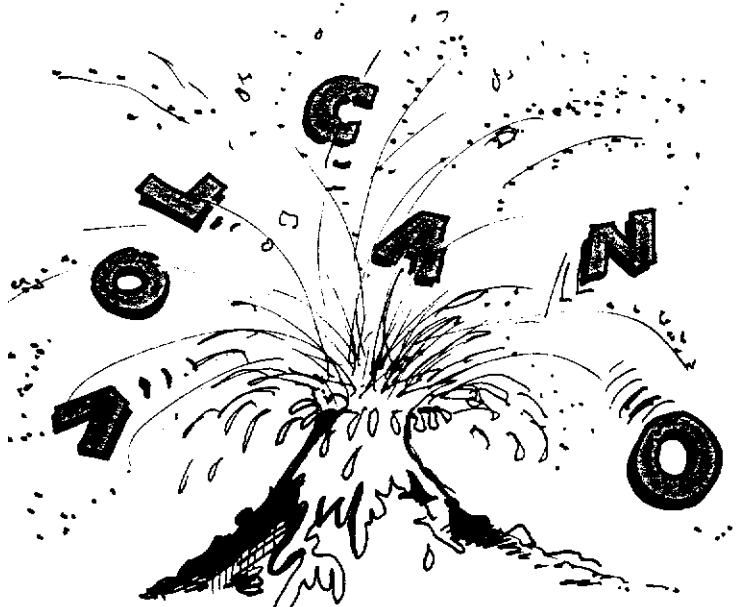
PHOTOGRAPHERS CLUB

PRESIDENT : MONA LISA.

M. Grumpy & Co.

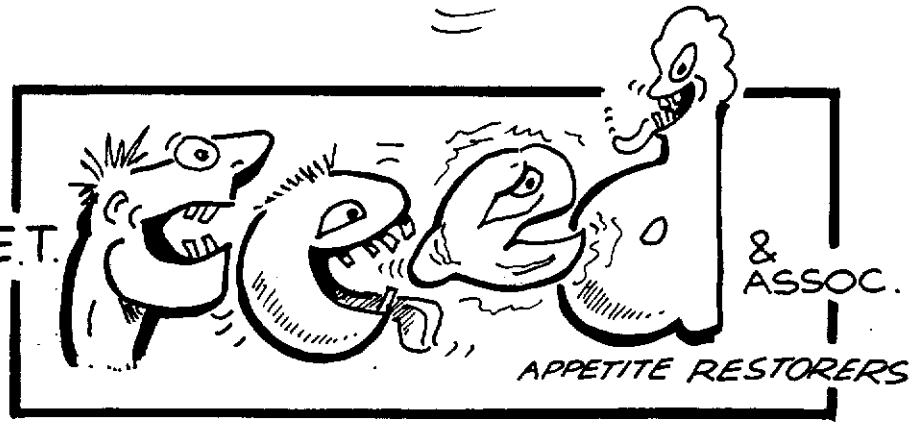
INSOMNIA CONSULTANTS

U. & I. and Company



ANGER MANAGEMENT CONSULTANTS

MANAGER: HELEN BACK



APPETITE RESTORERS

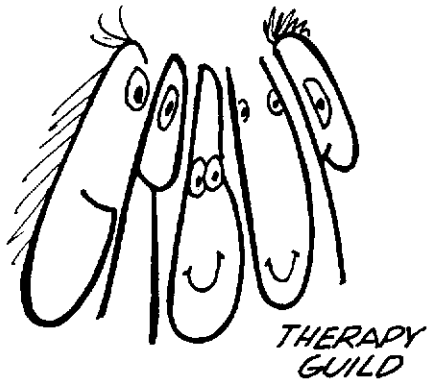
A. ner

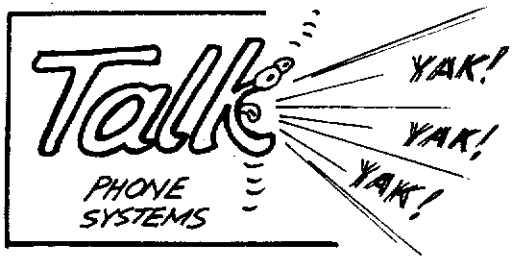
BOUNDARY RIDER.

I.M.
ANGRY
& ASSOC.
PROTEST MARCHERS
CONGLOMERATE

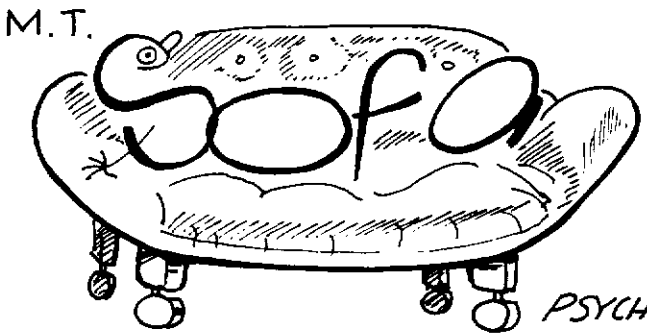
SLURP

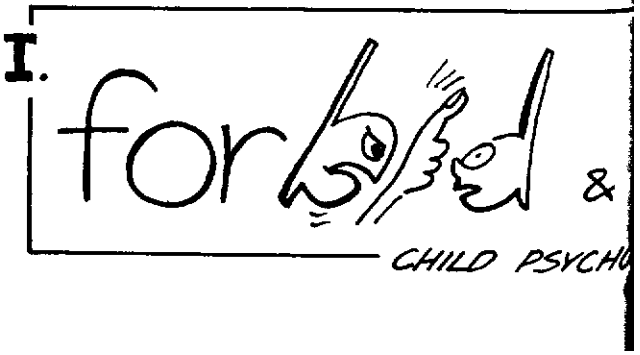
SAD

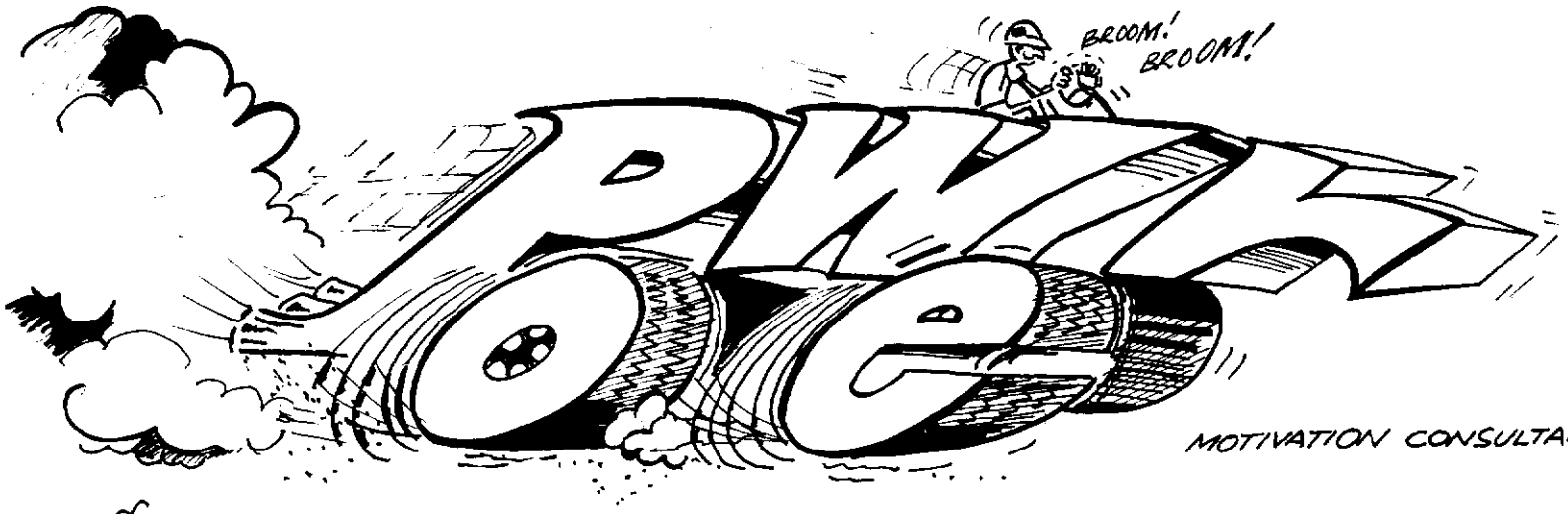

THERAPY
GUILD


Talk
PHONE
SYSTEMS
YAK!
YAK!
YAK!

C.LEE
LJC
NC
with Patrick O


M.T.
SOFA
PSYCHIATRISTS
MANAGER: LOLA BOUTE


I.
forbid
&
CHILD PSYCHO



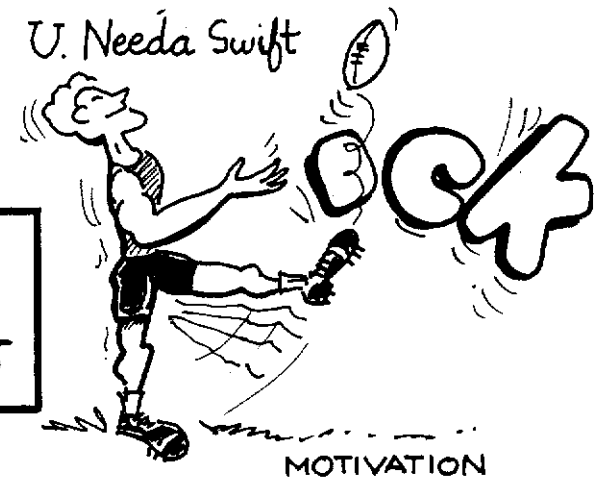
MOTIVATION CONSULTANTS

SUPERANNUATION MANAGERS

I. Will

CORPORATE RAIDER

U. Needa Swift

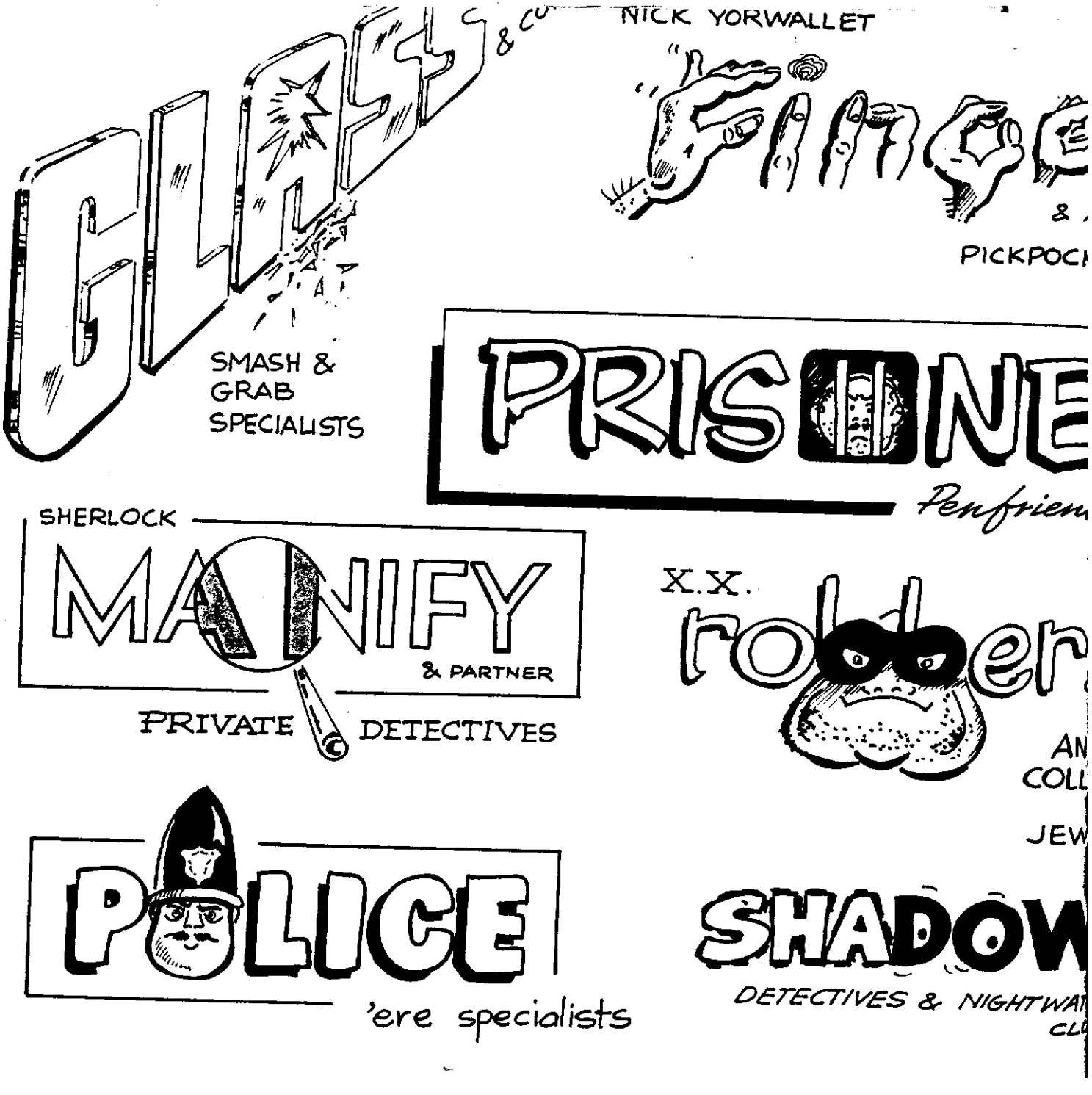


MOTIVATION EXPERTS

MOTIVATION INSTITUTE

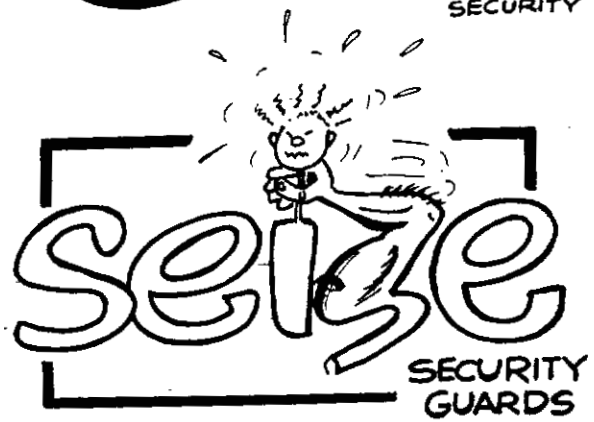
MANAGER:
WINIFRED WINNE

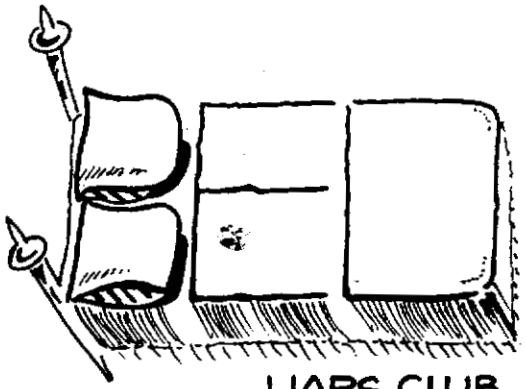
COMMUNITY AWARENESS UNITED


GLASS & CO
SMASH & GRAB SPECIALISTS
NICK YORWALLET
PICKPOCK
PRISONE
Penfrien
SHERLOCK
MAGNIFY
& PARTNER
PRIVATE DETECTIVES
X.X.
robber
AN
COLL
JEW
POLICE
'ere specialists
SHADOW
DETECTIVES & NIGHTWAT
CL

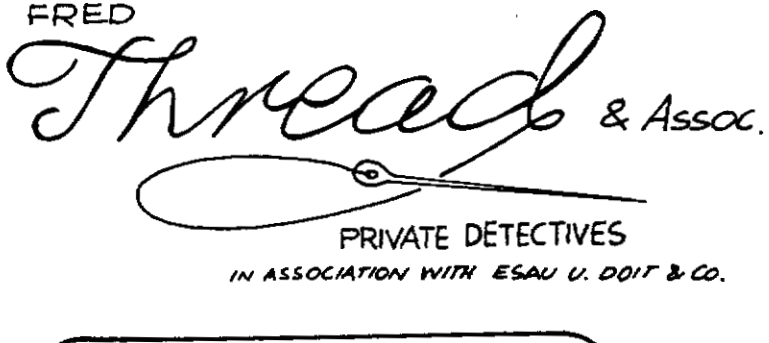
THIS BUILDING IS BEING WATCHED BY...
SECURITY

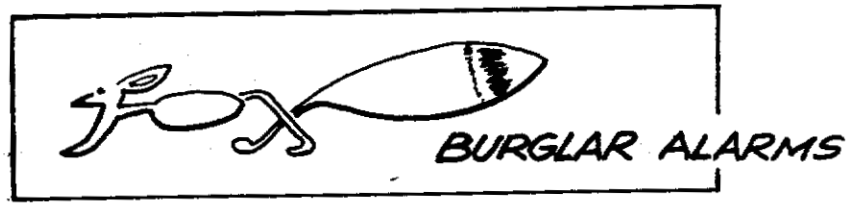
ARREST
UNDER-ARM
DEODORANT

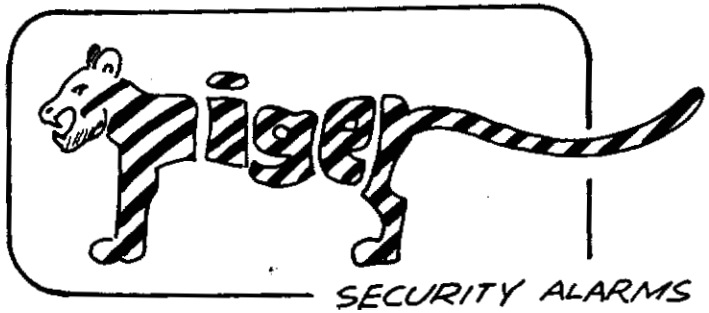

seize
SECURITY
GUARDS


LIARS CLUB
Inc.
SECRETARY : IDA DOWNE

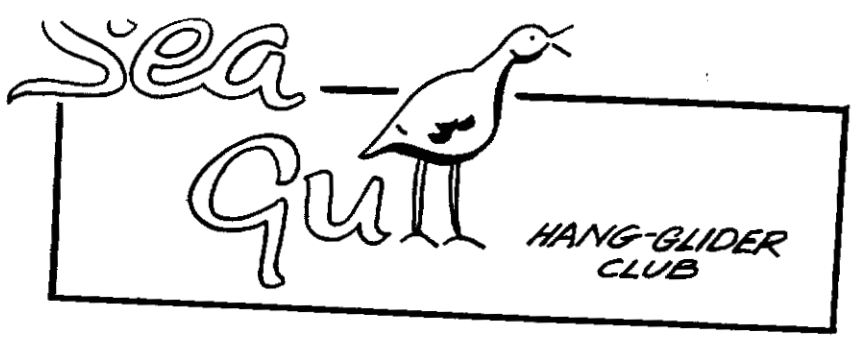
SCANDAL INVESTIGATORS
GUILD


FRED
Thread & Assoc.
PRIVATE DETECTIVES
IN ASSOCIATION WITH ESAU U. DOIT & CO.


BURGLAR ALARMS


Tiger
SECURITY ALARMS

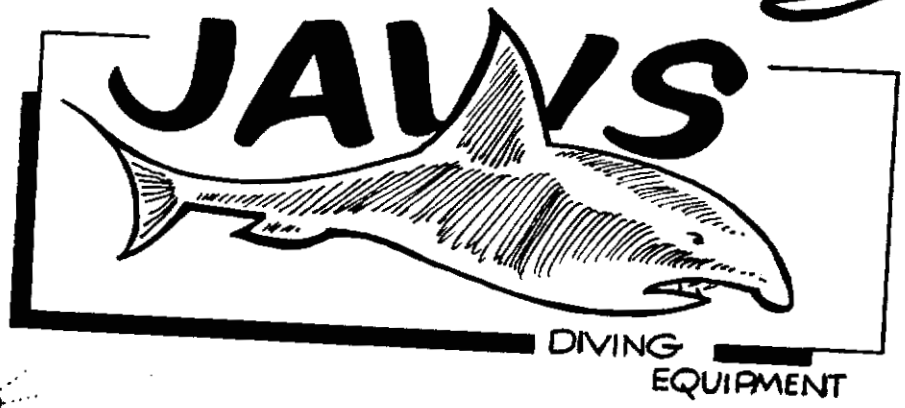
INSIDE-TUO
PRISONER REHABILITATION
SERVICES

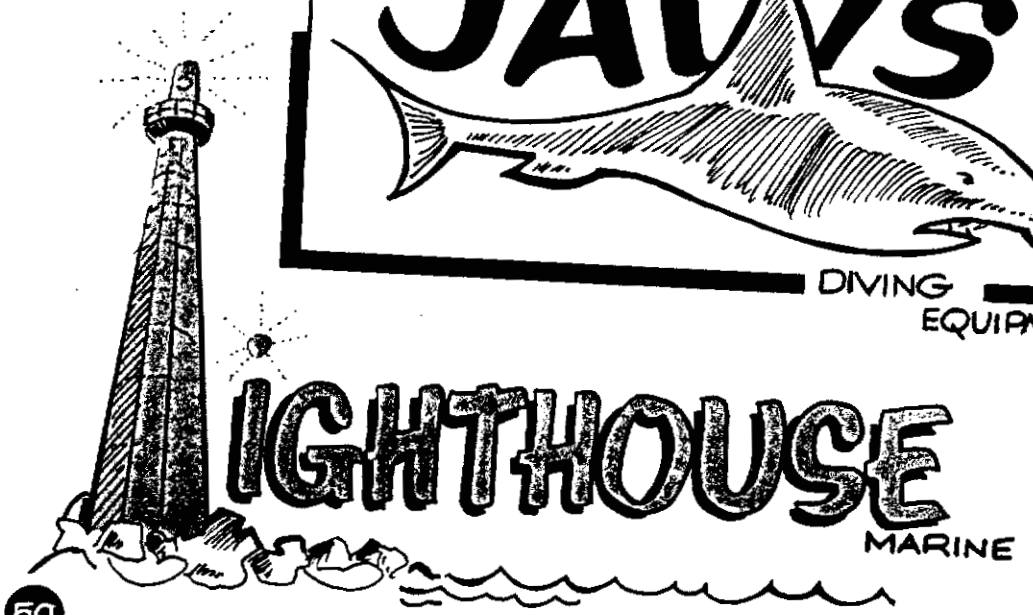

Sea Gull
HANG-GLIDER CLUB

FLOAT
BANKERS

U. Can
Swim
& Co.
SWIMMING CLASSES

the
WHALES
EAT YOUR VEGIES!


JAWS
DIVING
EQUIPMENT


LIGHTHOUSE
MARINE
SAFETY PRODUCTS

diver
STOCK MARKET
PREDICTORS
Manager: Mark Ed. Krash.

Kissors
Hairdressers

HAMMER
CARPENTERS

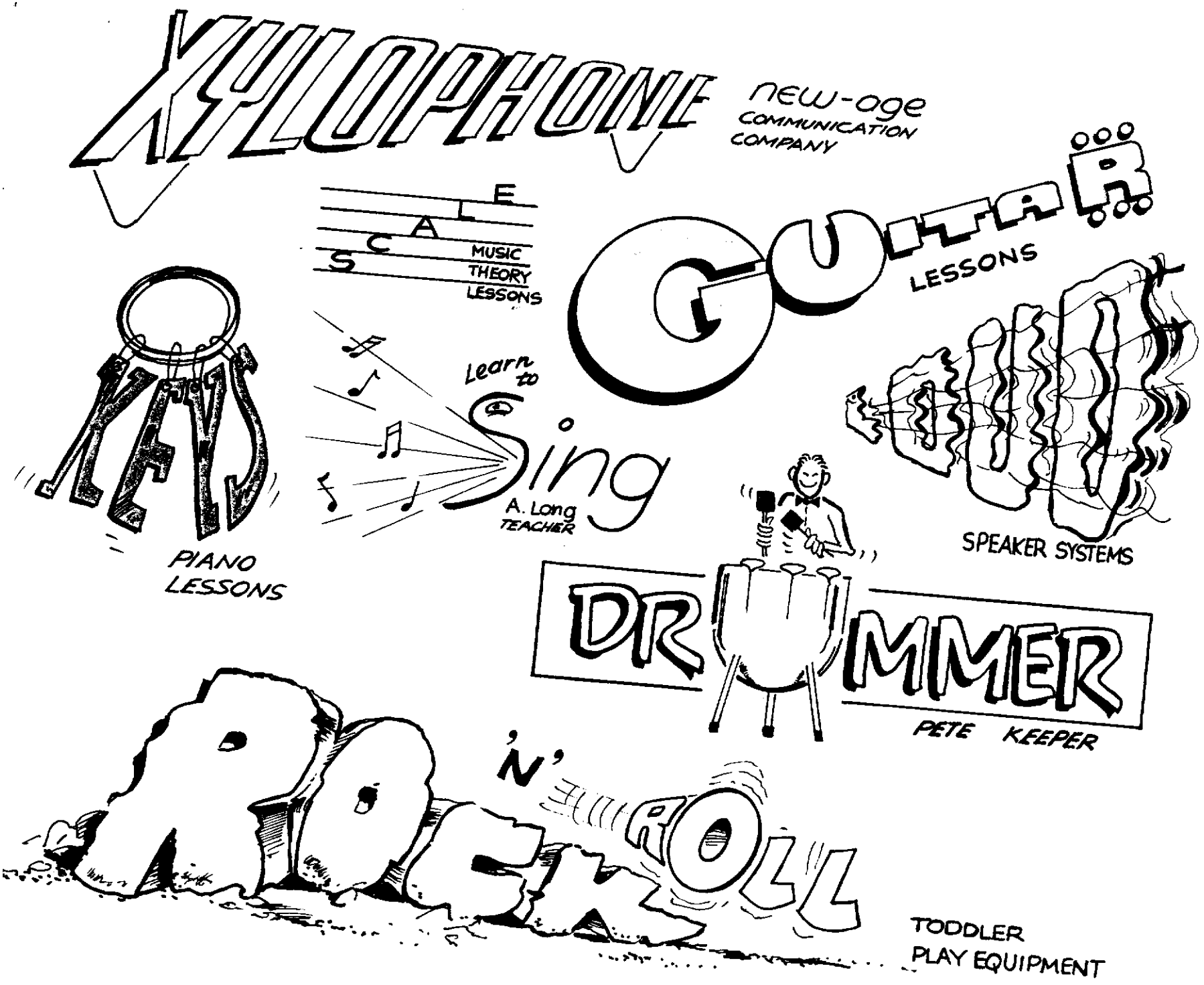
E.Z.
Curl
HAIRDRESSERS
Manager: CARL E. LOCKE

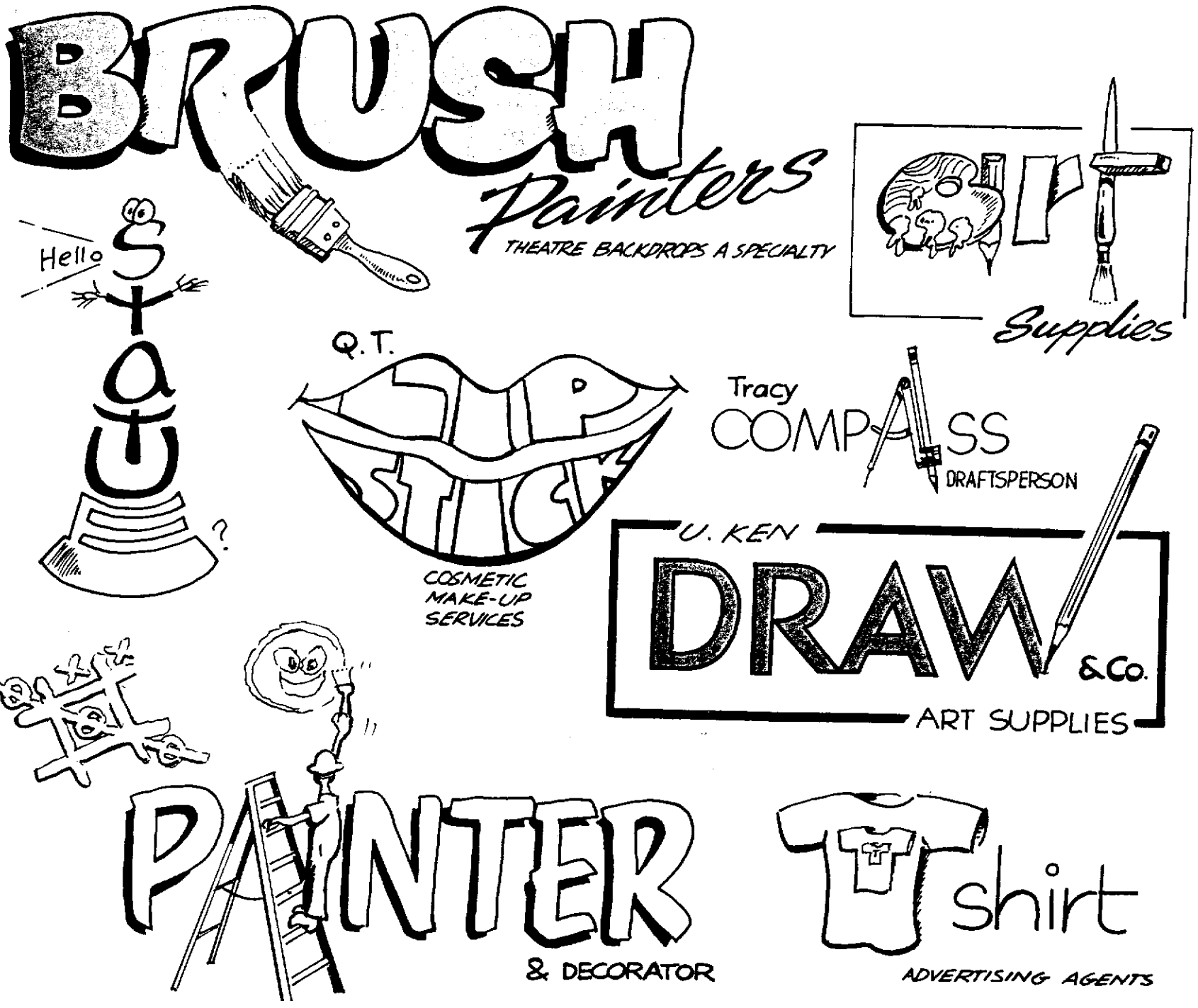
Electricity
Suppliers & Installers
Manager: S. PARK.

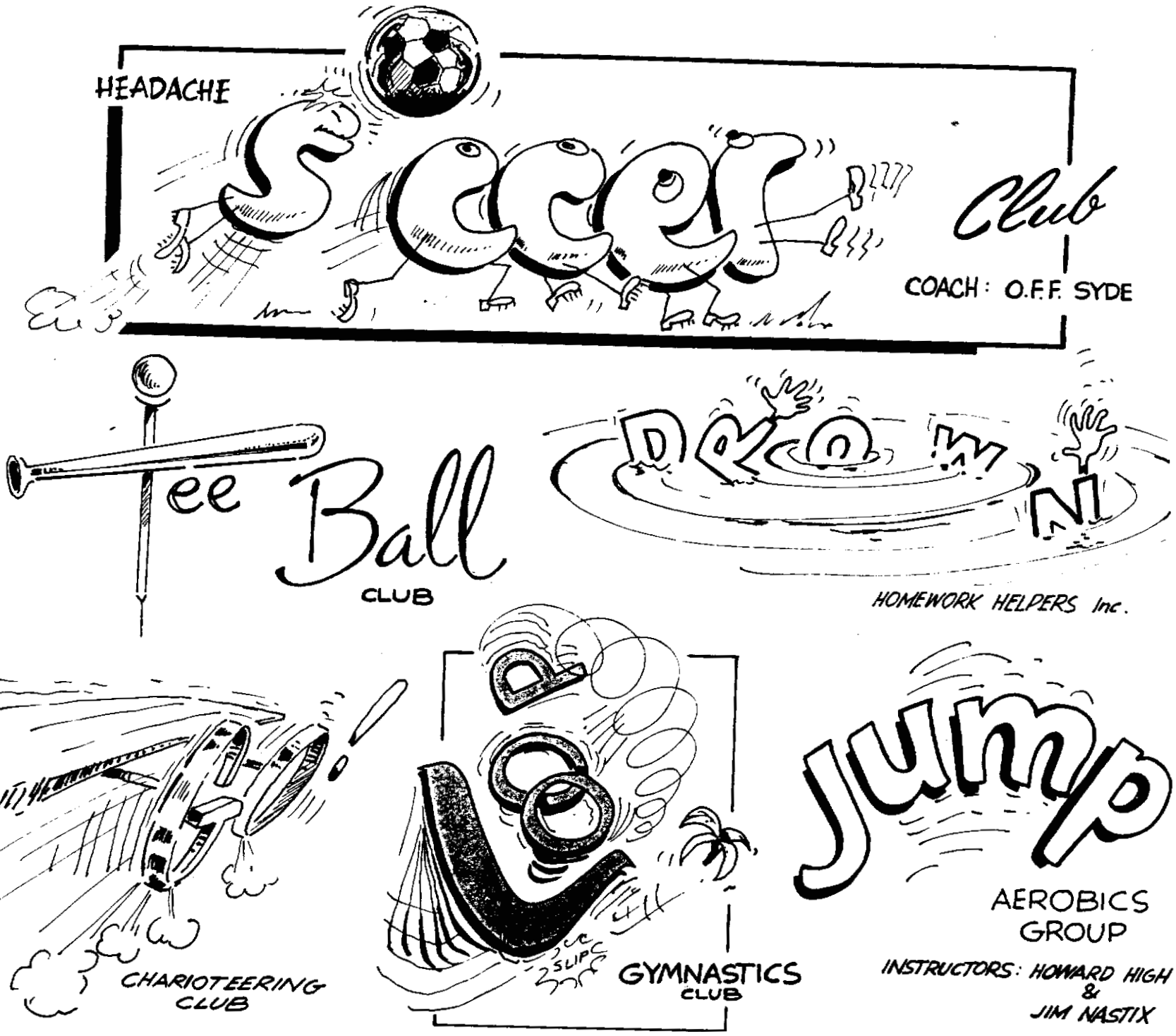
Will
SAWESON
CARPENTERS

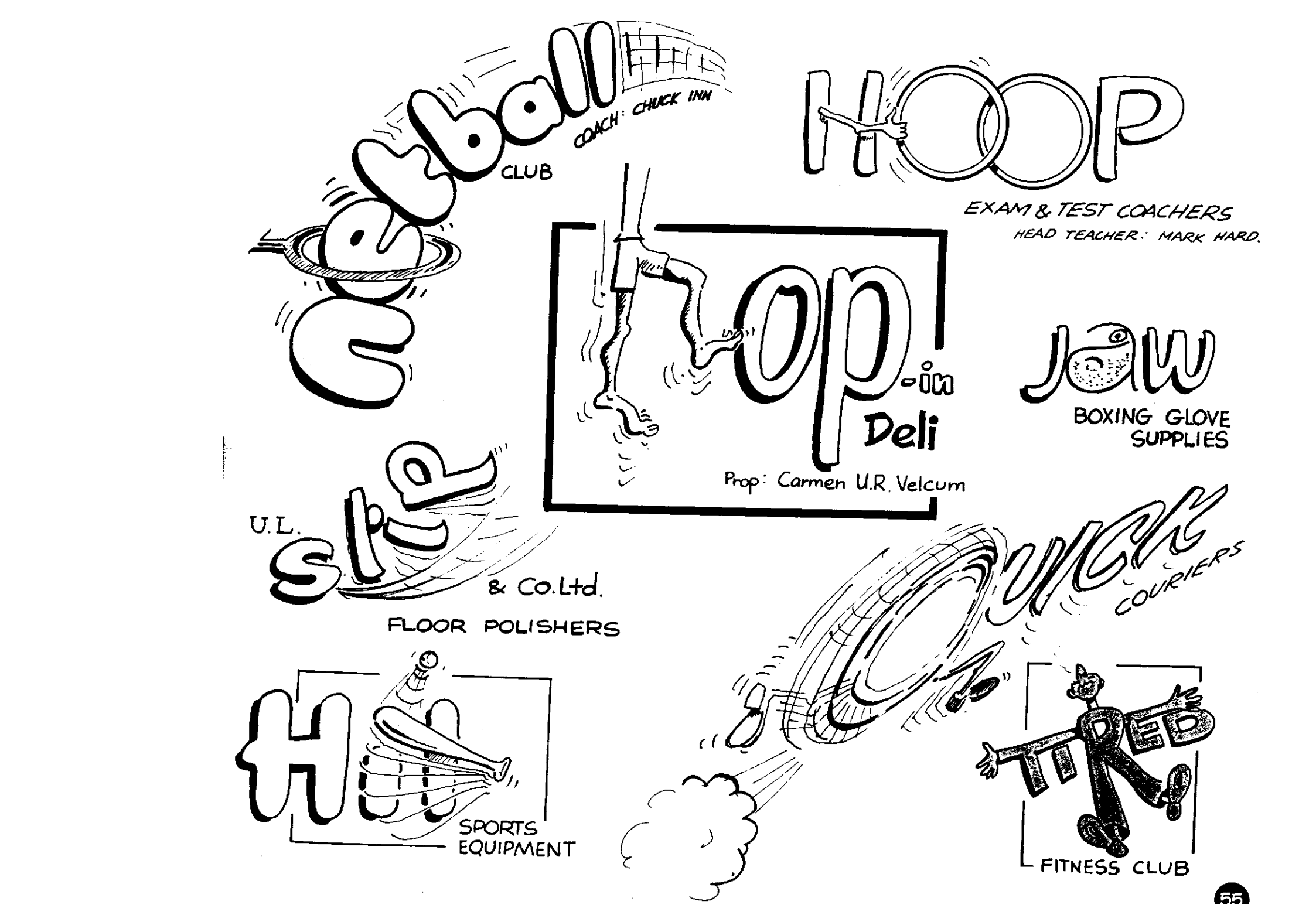
spot on - spot off
WINDOW
CLEANERS

Harry
Beard
BARBER

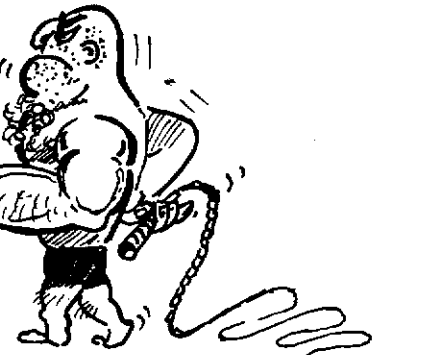

XYLOPHONE
new-age
COMMUNICATION
COMPANY
SCALE
MUSIC
THEORY
LESSONS
GUITAR
LESSONS
Learn to
Sing
A. Long
TEACHER
KEYS
PIANO
LESSONS
SPEAKER SYSTEMS
DRUMMER
PETE KEEPER
ROCK 'N' ROLL
TODDLER
PLAY EQUIPMENT


BRUSH
Painters
THEATRE BACKDROPS A SPECIALTY
Hello
Stu
?
Q.T.
STICK
COSMETIC
MAKE-UP
SERVICES
Tracy
COMPASS
DRAFTSPERSON
U. KEN
DRAW
&Co.
ART SUPPLIES
Supplies
PAINTER
& DECORATOR
shirt
ADVERTISING AGENTS


HEADACHE
Soccer
Club
COACH: O.F.F. SYDE
Tee Ball
CLUB
DOWN
HOMEWORK HELPERS Inc.
CHARIOTEERING
CLUB
2 SLIPS
GYMNASTICS
CLUB
Jump
AEROBICS
GROUP
INSTRUCTORS: HOWARD HIGH
&
JIM NASTIX

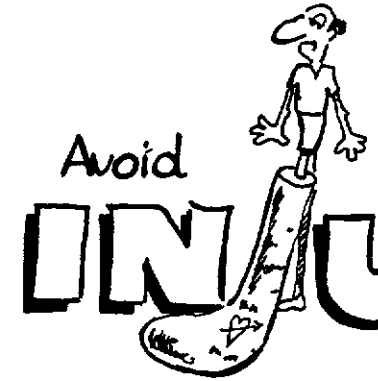

Jelly ball
COACH: CHUCK INN
CLUB
HOOP
EXAM & TEST COACHERS
HEAD TEACHER: MARK HARD.
Hop-in
Deli
Prop: Carmen U.R. Velcum
JAW
BOXING GLOVE
SUPPLIES
U.L.
SKI
& Co.Ltd.
FLOOR POLISHERS
Quick
COURIERS
HIT
SPORTS
EQUIPMENT
TIRED
FITNESS CLUB

End the TORTURE at the Gym.



... PLAY LAWN BOWLS instead!

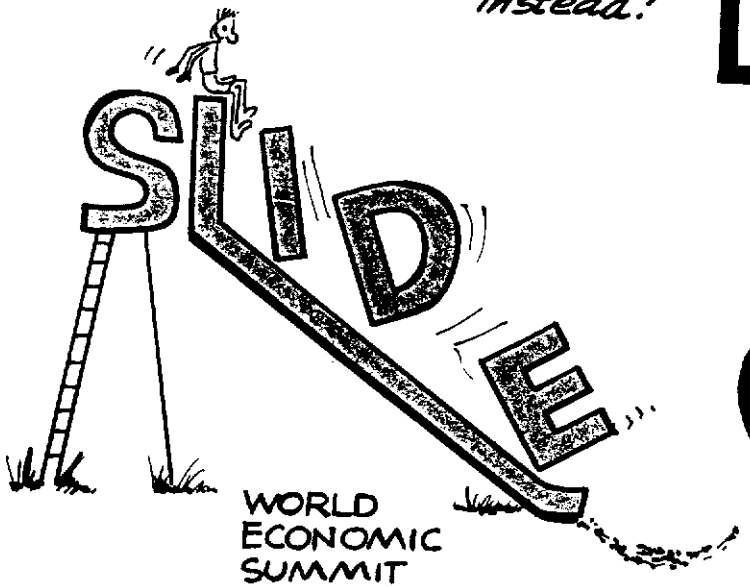
Avoid INJURY



... PLAY CHESS instead!

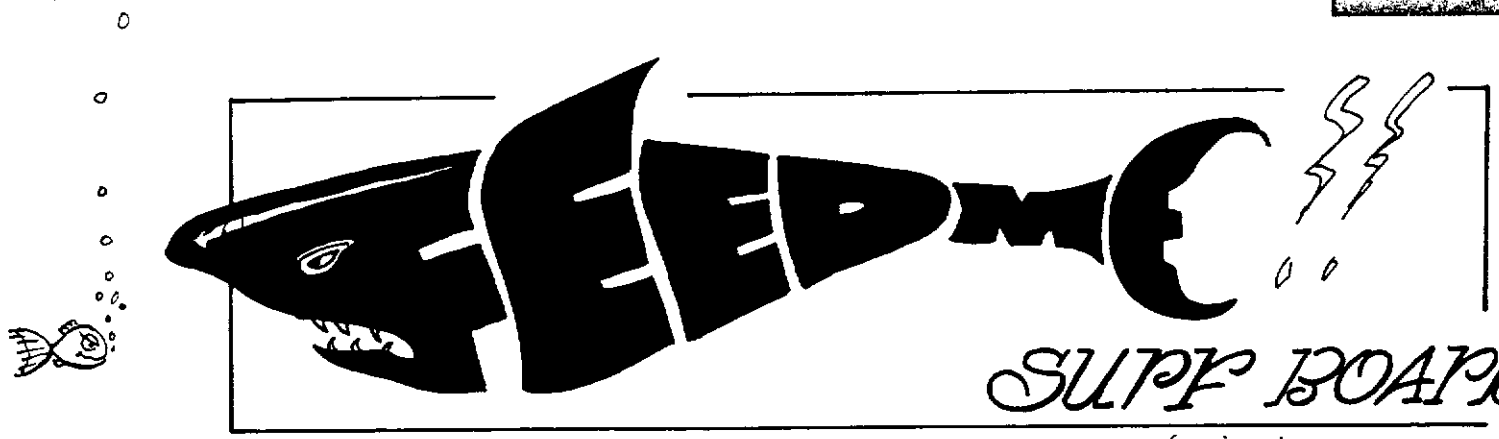
DANCER SPECIALI SHOES

SLIDE

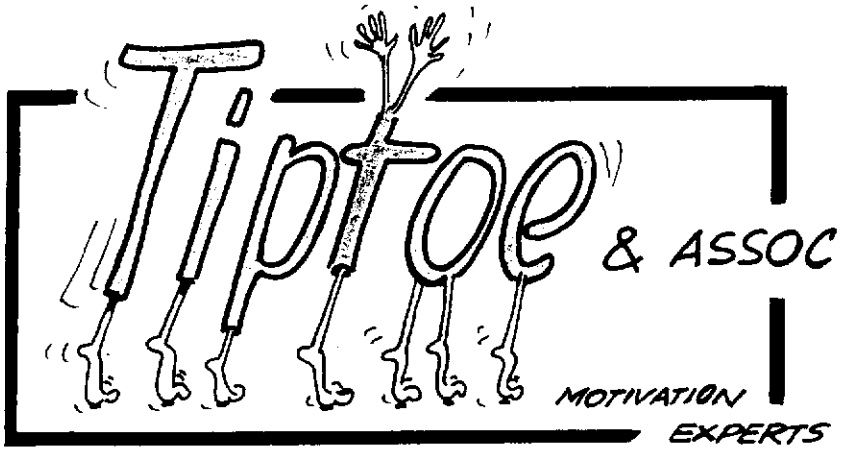


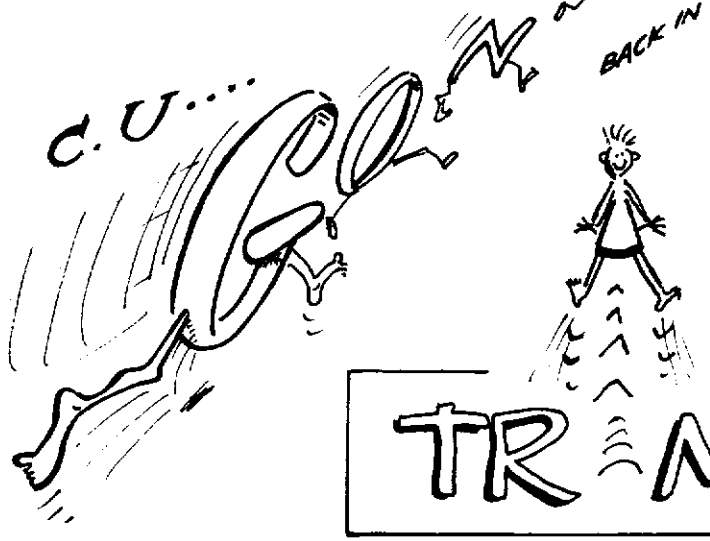
WORLD ECONOMIC SUMMIT

HOWZAT CRICKET CLUB

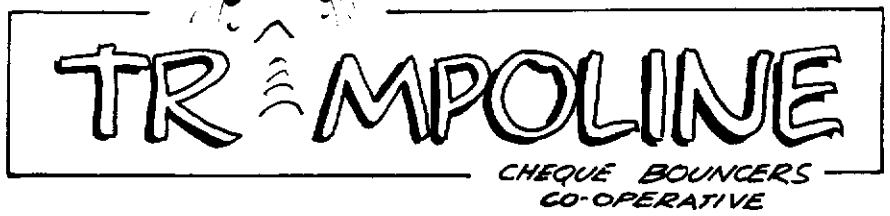

FEED ME
SURF BOARDS

WALK
HIKING EQUIPMENT


Tiptoe
& ASSOC
MOTIVATION
EXPERTS


C.U....
GONE & CO.
BACK IN 10 MINUTES

STRIDE
HIKERS
FOOTWEAR


TRAMPOLINE
CHEQUE BOUNCERS
CO-OPERATIVE

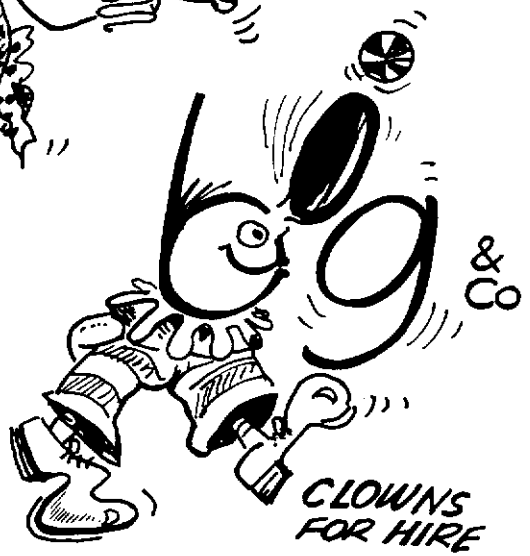
Pan
CAMPING
SUPPLIES

KECREATION

TREE LOPPERS
"ANYWHERE - ANYTIME"

Props: Teresa Kuttdoun
& Kenny Doit

INVESTMENT
MANAGEMENT
CONSULTANTS



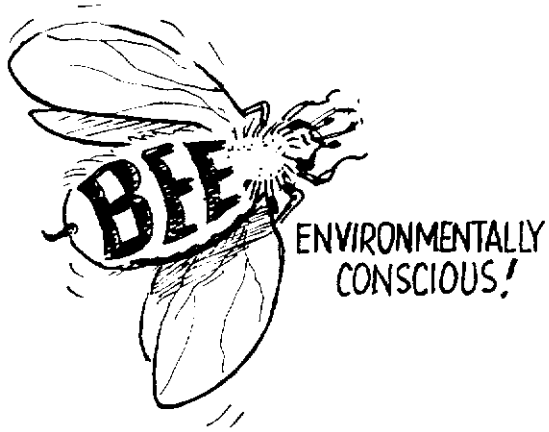
CLOWNS
FOR HIRE

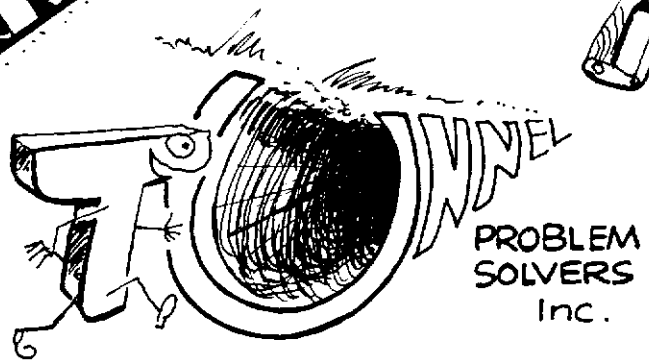
Yacht

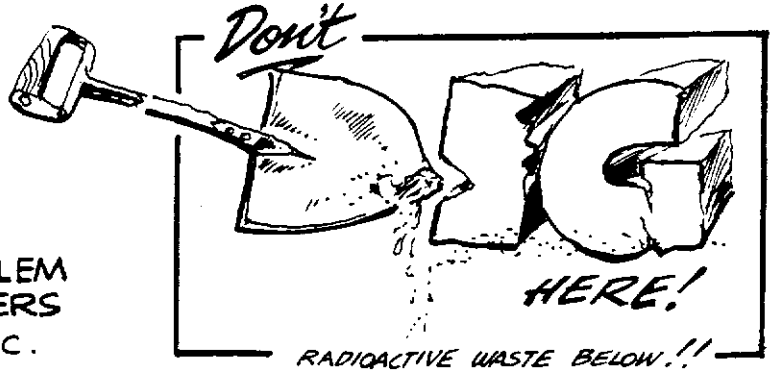
MILLIONAIRES
POCKET MONEY
FUND INC.

CAVE

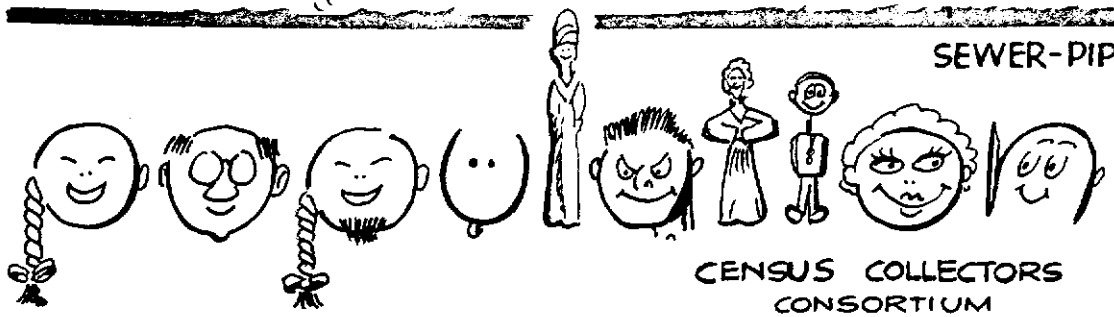
ADVENTURE
CLUB



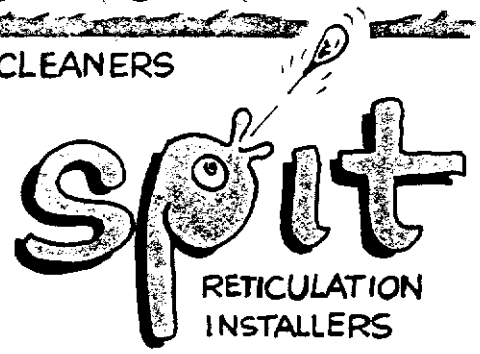


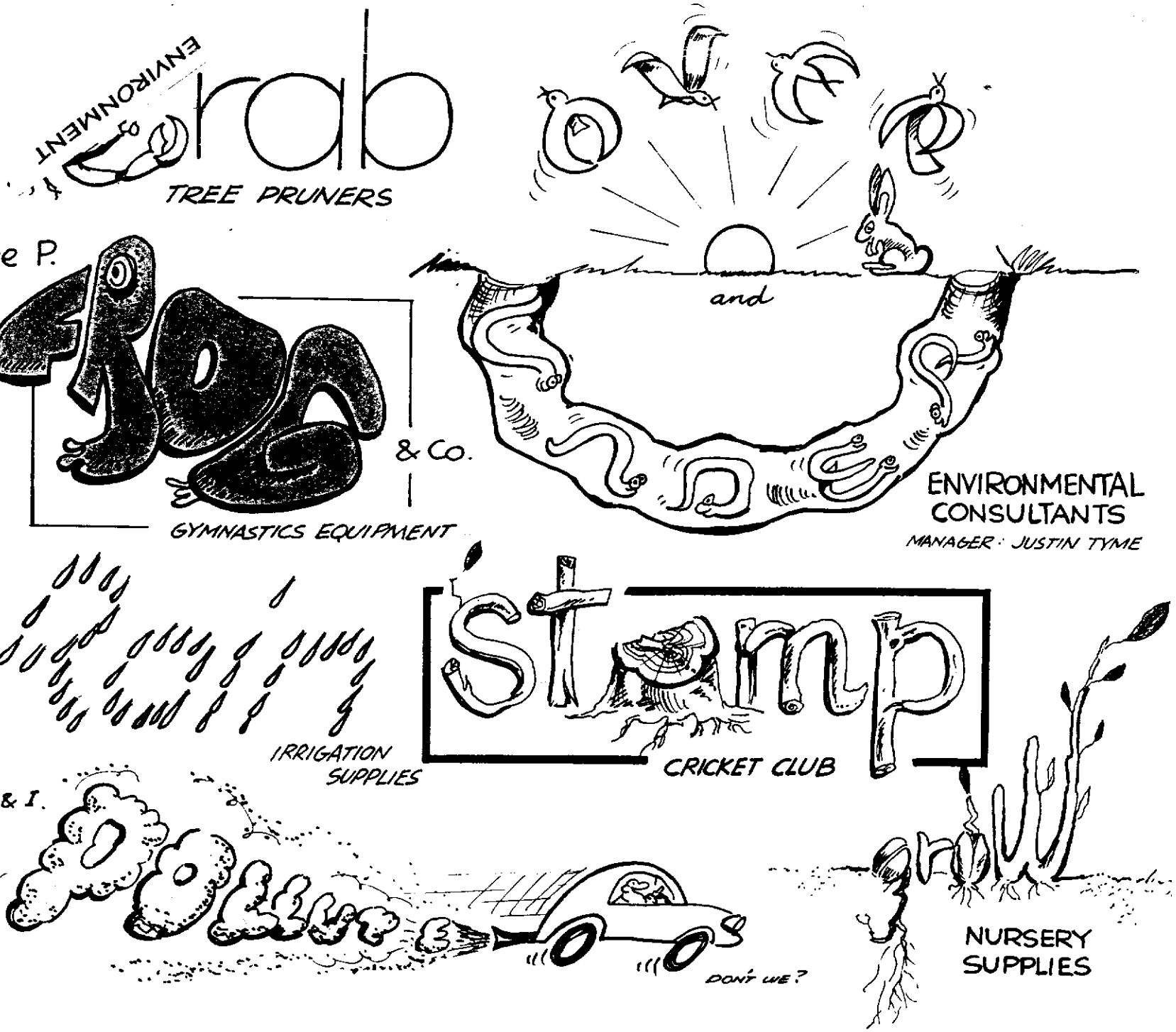


SEWER-PIPE CLEANERS

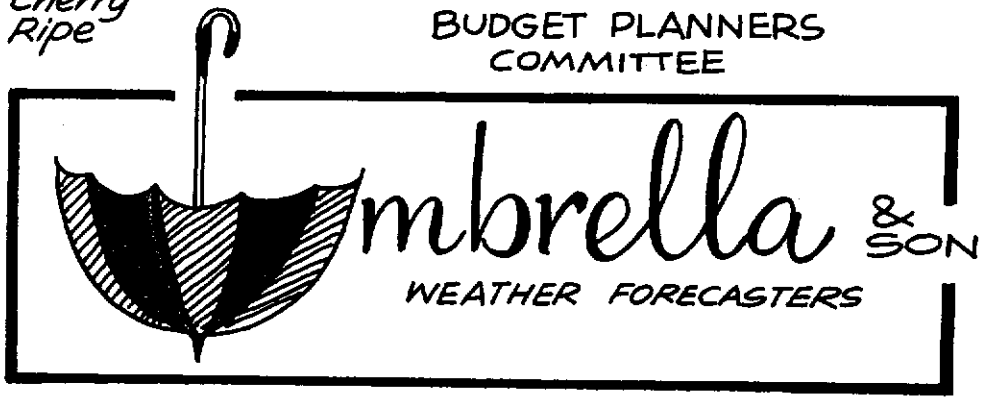


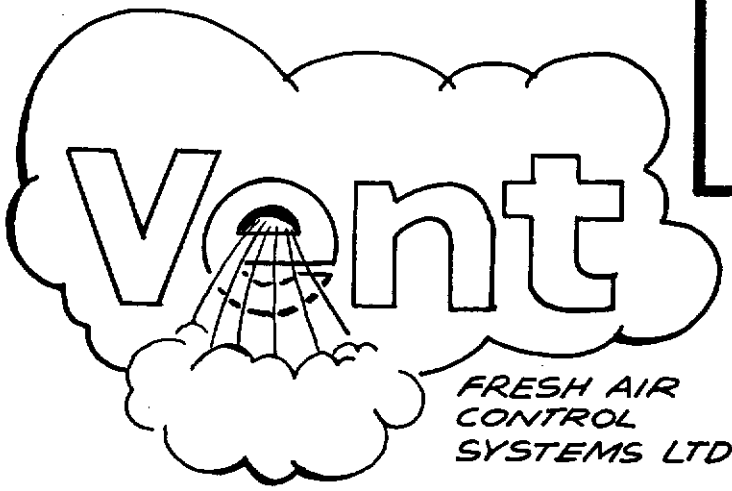
CENSUS COLLECTORS
CONSORTIUM
Ltd.



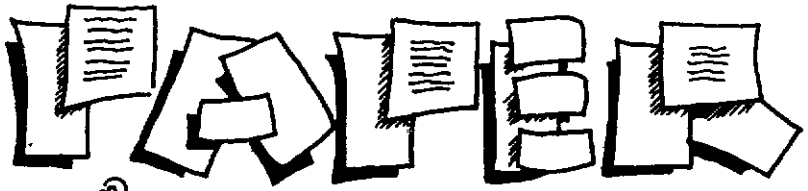

ENVIRONMENT
grab
TREE PRUNERS
Lee P.
Rob
& Co.
GYMNASTICS EQUIPMENT
and
ENVIRONMENTAL
CONSULTANTS
MANAGER: JUSTIN TYME
IRRIGATION
SUPPLIES
STUMP
CRICKET CLUB
U. & I.
DON'T WE?
NURSERY
SUPPLIES

BUDGET PLANNERS COMMITTEE

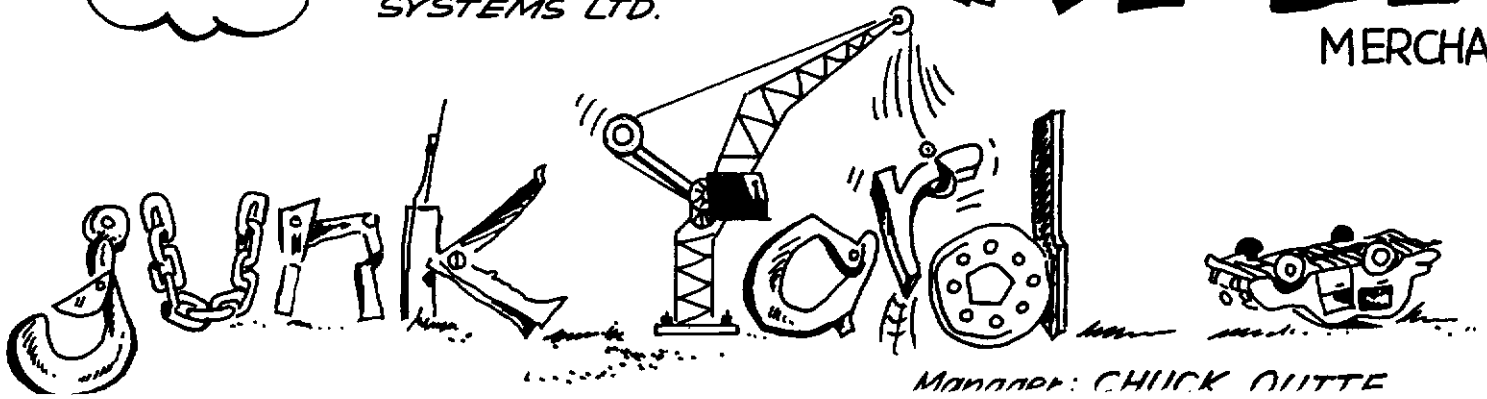




Teresa Downe & Co.



MERCHANT



hug & Co.

CHILD PSYCHIATRISTS

Oliver TWIST & Co

PSYCHIATRISTS

C. N. Skull & Partner

PSYCHIATRISTS

Doctor

DOCTOR DOCTOR & DOCTOR

TREE SURGEON

U. P. STAIRS & CO

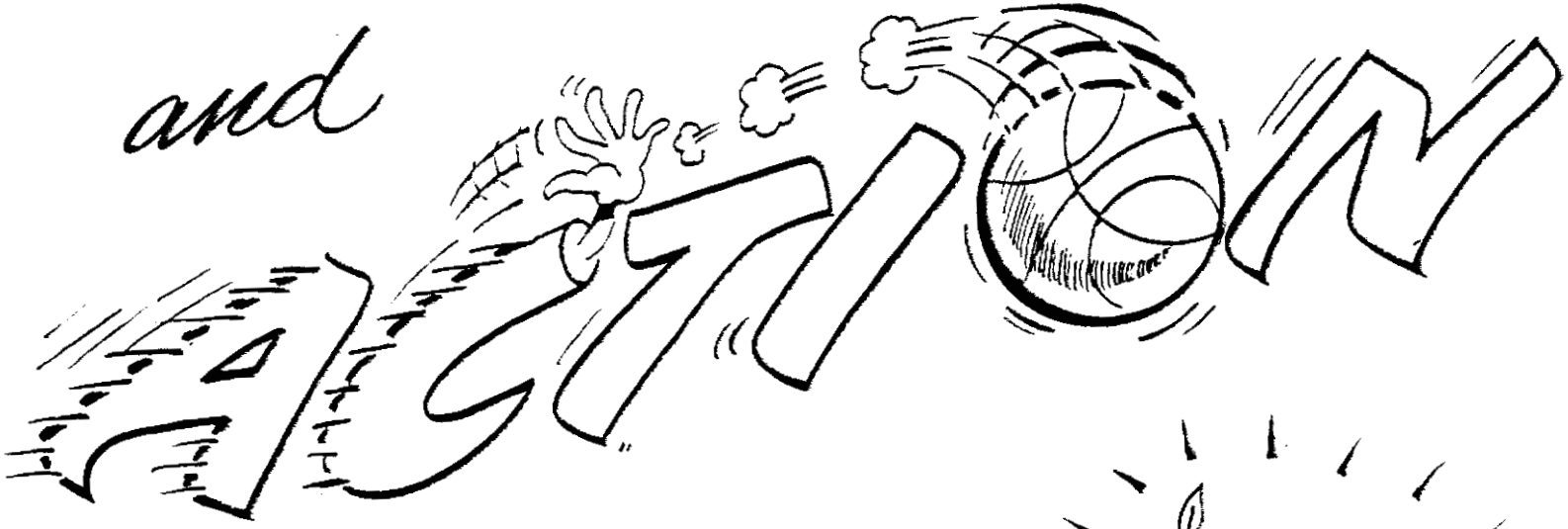
PSYCHOLOGISTS

Remember...

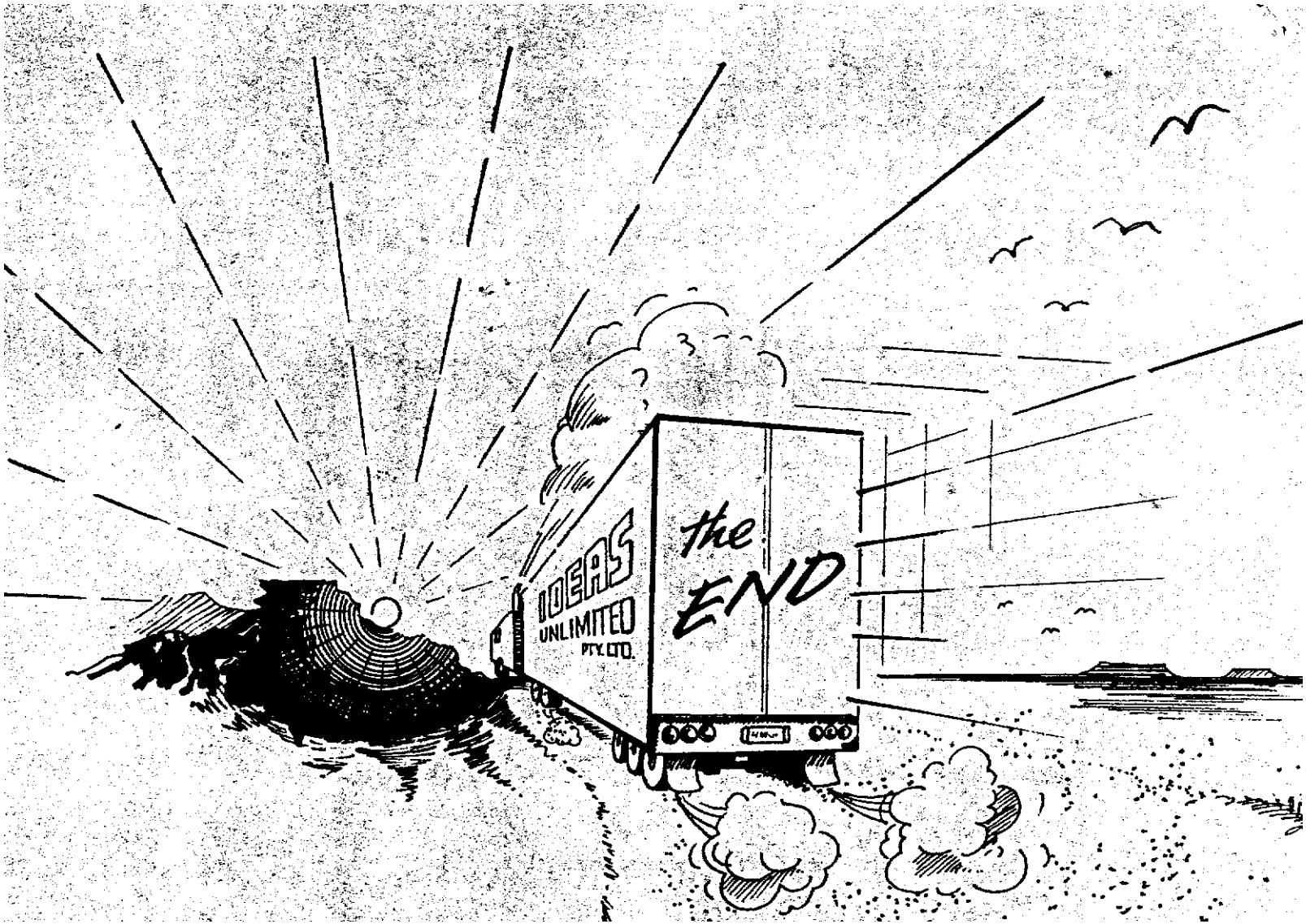
To trigger your ideas, just think of

OBJECTS

and

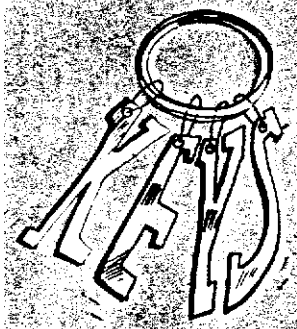


This will help you bring your projects *to*

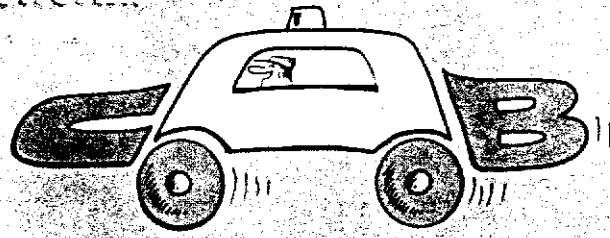

IDEAS
UNLIMITED
PTY. LTD.
the
END

Bring words to life and grab your reader's attention with ideas from The Project Lettering Book by Robert Ainsworth.

Included are:



- tips for getting started
- heaps of examples of great lettering
- wacky and zany ideas to use on all sorts of projects such as cards,
- book covers, bookmarks, posters, signs, cartoons or anywhere else
- you might want to make a splash with words



Also available in the Young Designer Series:

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The Cartoon Book by James Kennedy
The Cartoon Book 2 by James Kennedy
The Calligraphy Book by Peter Gregg
The Calligraphy Book Companion by Peter Gregg
The Lettering Book by Noelene Morris
The Lettering Book Companion by Noelene Morris
The Photography Book by Edward Stokes
The Animation Book by Peter Viska
The Comic Strip Book by Peter Foster
Pet and Horse Drawing Book by Richard Harvey

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